

# PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVIII. NEW YORK, AUGUST 2, 1899.

No. 5.

THE MOST CONVENIENT AGATE TYPE MEASURE WE HAVE EVER  
ISSUED WILL BE SENT FOR THE REQUEST.

LEARNS THOSE  
CLOUDS  
AWAY!

The  
largest  
circulation  
Pays the  
Best.



"We find that  
"The Record" covers  
the field, and that  
no other paper seems to be needed  
to reach practically everybody  
in the City of Brotherly  
Love." The Alpin Chemical Co., New York.

Our New Type Measure is made of Heavy Celluloid, vest pocket size.  
THE RECORD PUBLISHING CO., PHILADELPHIA, PA.

# We Save the Disappointment

It is our best interest to bring satisfactory results to our clients, because it's the satisfied customer who is the continuous customer, and the continuous customer who is the profitable customer.

Transient advertisers are a weariness to the spirit.

All our energies, therefore, are for gaining the permanent customer. Our largest customers are our oldest customers—we have made their Street Car advertising a profitable investment—we offer you the same service, more valuable now by reason of added experience.

Why not give us a personal interview? A hint by mail and "the deed is done."

**The Mulford & Petry Company**

WESTERN OFFICES:  
99 WOODWARD AVENUE,  
DETROIT.



EASTERN OFFICE:  
220 BROADWAY,  
NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVIII. NEW YORK, AUGUST 2, 1899.

No. 5

## ARCHIE GUNN ON POSTERS.

By James Clarence Hyde.

The character of theatrical outdoor advertising has undergone many changes in the past decade. The old-fashioned, flaring, wood cut printing that used to paralyze the public has been relegated to the rural district where minstrel troupes, Uncle Tom's Cabin shows and the like are still popular. Even the circus has reformed. It dawned upon the managers gradually that the public were sufficiently enlightened to appreciate a little real art and so it has come about that first-class attractions, especially those originating in New York, use "paper" that commands respectful attention for its artistic merits.

Among the particularly clever posters of the last theatrical season were those for "Zaza," "A Dangerous Maid," "In Gay Paree," and the current season, "The Man in the Moon." All of these bear the signature of Archie Gunn. In point of fact in this particular field Mr. Gunn has few competitors and none whose work is so much in demand. He is a versatile artist who possesses the happy faculty of working rapidly and getting results that are "catchy" to the eye. Born in England thirty odd years ago, he came to New York in 1889, and for a while did newspaper and magazine illustrating. For the past five years, save for an occasional more ambitious effort in the line of portrait painting, he has devoted his time to designing theatrical posters.

I found Mr. Gunn at his summer home in Garden City, L. I. He was in his studio, coat and vest pealed off, laying in a poster for the next Casino review.

"You don't mind if I keep on with my work while I answer questions for PRINTERS' INK?" he asked. "Whatever my artistic

ability may be you will probably find that I paint better than I talk."

"What do you believe to be the most effective method of outdoor theatrical advertising, Mr. Gunn?" I asked.

"Well, I may be biased," he said with a laugh, "but I naturally think that a striking poster is the best medium. Wood cut reproductions of entire scenes usually made from a photograph by a conscientious but inartistic printer, are out of date and to my mind a stand of photographs does not get the attention of the public to the same extent as a poster."

"What is your idea of a poster?"

"It depends upon the character of the performance that you are to advertise. I am diametrically opposed to the weird monstrosities of the Aubrey Beardsley school. Purple cows and green-haired damsels may be all right, but you don't see them in nature, when you are in your normal condition. A poster should first of all be attractive in design, color and execution. It should be as simple as possible. The trouble with many theatrical managers who may be well versed in running the stage and the box-office and yet lack artistic judgment is that they want too much in the poster. They will invariably start out by suggesting that I put in six or eight figures. I have to use my best arguments to convince them that for their own interests it is better to have one really effective figure. This disposed of, the next stumbling block that I encounter is the tendency of managers to print their announcements all over the poster and thereby destroy whatever merit it may possess. You would think that the public would be satisfied to know the names of the theater, the play and the manager. But this does not always satisfy the manager; he

likes to put on some such empty phrase as 'The reigning success of two continents,' or 'The unparalleled hit of the season,' or 'Interpreted by a superb cast.'

personally prefer to draw a chic, dainty girl, if the play permits. The reason is obvious. Nine persons out of ten will turn back to look at a pretty woman, and if she is sty-



GUNN'S POSTER FOR "A DANGEROUS MAID."

The public are intelligent enough to form their own opinion on these points and are likely to consider it superfluous bombast on the manager's part. As for the design, I

lishly gowned and carries herself well the tenth will be curious enough to look at her."

"What are your methods?"

"After I have thought out the

idea I get some one to pose for me, quite frequently the actress who impersonates the character that I am to delineate. In my 'Zaza' poster, Mrs. Leslie Carter gave me three sittings in her stage costumes months before the play was produced. If no especial part is to form the subject of the poster I often avail myself of the opportunity to have some of the pretty chorus girls from the Casino, Weber & Fields' or the New York pose for me. I make my original designs, if intended for a 'one-sheet,' on a scale about one-third as large again. When I have 'laid in' the design the manager or his representative calls, and if he has any suggestions for alterations I am glad to make use of them."

"How long does it take you to do a poster?"

"I have done them in a day and I have put in a week's hard work on one."

"Do you believe that an artist should devote his talents to commercial advertising?"

"Why not? If it is given him to please and educate with a brush I should fancy that he would be justified in using any legitimate channel in bringing his work before the public. The difficulty with commercial houses is that they are not willing to leave the design to artists' discretion. They have certain hard and fast inartistic ideas that they always want you to introduce. And, again, they are not familiar with the scale of prices for high-class work and think that your artist is unreasonable in his demands. This is where the theatrical man scores in his knowledge of the value of

good advertising. He knows the result of a strong poster in drawing audiences and he believes that the laborer is worthy of his hire. There is one point more that I would like to emphasize, and you can not quote me too strongly on it. Remember that the best poster ever designed can be ruined by poor lithographic



"ARCHIE" GUNN.

work. It is just as essential to go to a good lithographer as it is to employ a good artist."

#### COMBINING KNOWLEDGE.

The good advertising specialist or writer should occupy the same position as a confidential clerk. He should be informed of the inside things that it is necessary for him to know. Combining the knowledge of the business that the manager has with his knowledge of advertising results in something of benefit to the store.—*Trade Register.*

## ADVERTISING METHODS OF "MILLER'S."

From an interview with Mr. Charles H. Haynes, proprietor of Miller's Hotel, 39 West 26th Street, New York, in *Profitable Advertising*, the extracts that follow are taken:

"What mediums have you used in advertising your house?" was the first question put to Mr. Haynes.

"We have been in a number of the monthly magazines from time to time," he replied, "and also find the religious and educational press very well suited to our requirements. They bring excellent results. My long connection with educational matters has given me a wide acquaintance among this class of people, and we cater in no small degree to this line of patronage."

"Do you do anything with booklets and circulars?"

"Oh, yes; we issue a little booklet descriptive of our house, but I attach special importance to a well-displayed circular, and I doubt if any one in the business gets as great returns from this advertising in proportion to the number printed."

"In what way?"

"Well, I believe I can make 3,000 circulars bring more business than any other advertising, and at a cost of almost nothing. I used to think it necessary to issue circulars by the hundred thousand and send them out freely broadcast, but I do so no more. My plan now includes the most careful selection of names of possible patrons, and these people I reach with a circular in such a manner that they are pretty sure to read it. One of my methods is this: In certain sections, say in New York, Pennsylvania or Ohio, I have some one commissioned to scan the local newspapers for items concerning people who are contemplating a trip to New York. Then when I get the information that Mr. and Mrs. Adams are going to New York to buy house furnishings, etc., I make a point to write them, or simply inclose under letter postage one of our circulars. The consequence is we are quite apt to get on an average two out of every three parties thus approached as guests, and coming once they come again, and they in turn tell their friends, and thus in time we can count upon considerable patronage from that locality. This applies in other sections as well."

"The secret is right here," continued Mr. Haynes. "I get from most reliable sources the addresses of only those people who are eligible to our hospitality, and in this way my 3,000 circulars do greater work for me than did 100,000 in my earlier days."

"And when the circulars have brought the people to your door, then it rests with you to keep them."

"Exactly. We try to make our guests feel so thoroughly at home that they will come again, and in this we seem to be fairly successful, for we have a well-filled house at all seasons."

## SOME WOODBURY VIEWS.

A correspondent of PRINTERS' INK, who recently conversed with W. A. Woodbury, manager of the John H. Woodbury establishment, reports it as follows:

"One is impressed," said Mr. Woodbury, "by what is new. He is not impressed by what he has seen every day for months and years. So I think I get better results by being in a medium for a while, then dropping out, and then returning, than I would get by continually being in. There are so many good mediums that this plan is made very practicable."

"Take the 'L' cars for instance. After we have been in them a year or so people are so accustomed to our card that it makes no impression on them, but when we drop out people notice the fact after a while, and then when we return they involuntarily say, 'Why, there's Woodbury's ad. I haven't seen it for some time.'

"Other advertisers need not drop out. They can accomplish the same ends by materially changing their ads, but we can not very well do this, as the neckless head is our trade-mark and appears prominently in all our ads."

At present Mr. Woodbury is not in the magazines. He is working in accordance with his argument and using newspaper space only.

When Mr. Woodbury was asked what difference he noted between the returns of newspaper advertising against those of magazine advertising he said:

"When we are in the magazines exclusively we sell a lot of soap, but the office business is slow; when we use newspaper space only the office business is rushing, but the soap business is very quiet."

Mr. Woodbury said he could advance no logical reason for these results.

His attention was called to the fact that one could get space in a big newspaper equivalent to a magazine page for one-half or one-third what the space would cost in a magazine—that is proportionate circulation being considered. He replied: "That is as it should be. Magazine space is worth more. When one buys a newspaper he usually gets it to read certain news and I don't think he reads all the ads, at least not thoroughly and in a receptive frame of mind. But the same person buys a magazine to read through. I think a page in a magazine is worth considerably more than the equivalent space in a newspaper having the same circulation."

## THE LIFE OF THE AD.

An illustration is the life of the ad.—*Shoe and Leather Gazette*.

The  Sun.

**HAS MORE READERS  
IN GREATER NEW YORK  
THAN  
ANY OTHER NEWSPAPER  
AND A  
LARGER NUMBER  
OF FIRST-CLASS READERS  
THAN ALL THE OTHER  
NEWSPAPERS PUBLISHED  
IN  
NEW YORK COMBINED.**

## CITY AND COUNTRY BUYERS.

*By J. E. House.*

In PRINTERS' INK of Jan 11th John C. Graham devotes several hundred words to the relative merit of city and country buyers. Mr. Graham seeks to establish the fact that the country buyer is mighty "small potatoes." The city buyer, on the other hand, is the big apple. I assume that Mr. Graham is talking to the general advertiser, and it occurs to me that the value of either class to the advertiser depends on what the latter has to sell. If he is wise he will not spend money trying to sell kodaks, complexion soap and golf balls through a medium that reaches only an agricultural constituency. By the same token advertising razors, silver watches and manure spreaders in a society journal is money burned. It is with Mr. Graham's absurd deductions and inverted facts, however, that I disagree. He lays down the proposition that, inasmuch as the farmer goes to market with his products but three or four times a year, he is, perforce, playing tag with bankruptcy the balance of the time. He clinches this nail of conjecture with the assertion that at least five out of every six of the male population of the rural districts are hired men.

Mr. Graham is dead wrong. The average farmer goes to market as often as once a week. His money comes to him at all seasons. He has to sell, in the course of a year, his crop of four or five different varieties of grain, to say nothing of the three or four kinds of live stock he raises for market, and his vegetables, poultry, eggs and butter. These products are common to every farm. The average farmer has something he can exchange for money every day in the year. The ratio of farm hands—hired men—to those who till the soil on their own account is not more than two in ten. The work on seven out of every eight farms in the Middle West is done by the man who operates it or by his growing boys. In no other calling are there so many men in business for themselves.

Mr. Graham prefers the business

of the \$3 a week errand boy to the farm hand. He considers the \$10 a week clerk infinitely superior to the latter. This on the ground that the clerk and errand boy have more money to spend with the general advertiser. He has found out that a farm hand earns from \$6 to \$10 per month. Mr. Graham's information bureau is in need of revision. A farm hand averages \$15 a month the year round. He gets his board and laundry free. He is not confronted at every turn by a scheme to extract his wages from his pocket. A good many of the things he wears, and most of the things he has fun with, are brought to his attention through newspaper publicity. After the \$10 a week clerk has paid for his board and lodging, his clothes, laundry, car fare, theater tickets and cigars, he hasn't a cent left to spend with the general advertiser. Meanwhile the farmer and his hired man have spent less than one-third of their gross earnings for necessities.

The city buyer spends money more freely than the countryman. But he is not a better customer in the sense of having the ready cash to pay for the things above and beyond life's absolute necessities. The advertiser who caters to the country trade will find his clientele as valuable as that of his brother who confines his operations to urban fields. The spot where the plow of publicity should be stuck in the ground depends largely upon what one has to sell.

HOW THEY PAY.

Many persons question whether the enormous advertisements put forth by the big department stores in large cities really pay their cost. If returns are to be measured by actual sales of goods advertised, it may safely be stated that such advertisements rarely pay. Their purpose is to bring people into the store, where other goods displayed and skillful salesmen will do the rest. The item which brought the customer to the store may be only a spool of thread or a cake of soap at half price, but the chances are against the customer leaving the store without making other purchases. The same principle applies to mail-order advertising. The profits from the direct sales of the goods advertised in any advertisement seldom pay its cost. The profit must come from subsequent sales, and this depends upon skillful following up of the inquiry the advertisement brings.—*Advertising Experience.*

# The Blazed Path

**IS THE ONLY ONE TO FOLLOW.**

## THE DENVER REPUBLICAN

***Carries the Advertisements of***

Ayer & Co.  
Apollinaris Water  
Anheuser-Busch Beer  
Angostura Bitters  
Baker's Cocoa  
Benson's Plasters  
Battle Ax Plug  
Borden's Condensed Milk  
Berlitz Schools  
Buffalo Lithia Water  
Columbia Bicycles  
Carter's Liver Pills  
Chicago Corset Co.  
California Fig Syrup  
Church Kidney Cure  
Cuticura Remedies  
Castoria  
Dr. Lyon's Tooth Powder  
Dr. T. A. Slocum  
Dr. R. V. Pierce  
D. M. Ferry & Co.  
Detroit Stove Works  
Ely's Cream Balm  
Earl & Wilson  
Frank Leslie's Pop. Monthly  
Harper & Bros.  
Hood's Sarsaparilla  
Humphrey Medicine Co.  
Hostetter & Co.  
Imperial Chemical Co.  
Jenness Miller  
Kingsford's Starch

Ladies' Home Journal  
Lydia Pinkham Co.  
Lehigh Valley R.R.  
Liebig's Beef Extract  
Little, Brown & Co.  
Lydia E. Pinkham  
McClure's Magazine  
Monarch Bicycles  
Munyon's Remedies  
Pyle's Pearline  
Pyramid Drug Co.  
Pond's Extract  
Postum Cereal  
Paine's Celery Compound  
Royal Baking Powder  
Radway's Ready Relief  
Redfern & Co.  
Sapolio  
Scribner's Magazine  
Scott's Emulsion  
Swift's Specific Co.  
Swift's Wool Soap  
Spaulding & Co.  
Stuart's Tablets  
The Goodyear Co.  
Tarrant's Seltzer Aperient  
The Century Magazine  
Vin Mariani  
Winslow's Soothing Syrup  
Warner's Safe Remedies  
W. L. Douglas  
Youth's Companion

***Better go with the Successful Ones***

THE  
**S. C. BECKWITH SPECIAL AGENCY,**  
Sole Agents Foreign Advertising.  
Tribune Building, New York,  
"The Rookery," Chicago.

Home Office:  
**DENVER,**  
**COLORADO.**

## THE MATTER OF "SIZE."

By Clifton S. Wady.

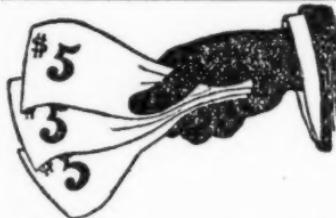
In the impression created upon the human mind by anything "size" counts a good deal.

The logical deduction from this fact leads us to prefer the large ad and assert its value as against a small one. One large ad will do more good than the same space divided up, even though the several small ones cover twice the length of time represented by the former.

A case in point.

Suppose you have a house to sell.

Your first thought, naturally, is to run a small want "ad" in the



YOU KNOW a man who is paying \$15 a month rent? Then tell him a seven-room house can be bought on

## Amber Street

in northeastern Philadelphia, one square east of Frankford Avenue, for the rent he is paying. And he will get as desirable a two-story house as any one could wish.

paper. But there are dozens of similar offers there and the reader's attention isn't especially secured.

On the other hand, suppose a large space were taken and a cut placed at the head of a well-worded "ad" to the same effect?

Like this, for example:

Don't you believe you'd hear from this last "ad" to your greater profit?

I clipped this advertisement from a newspaper where it caught my eye immediately I turned to the page whereon it appeared. I am

sure if it had been in the want column I should never have seen it, though interested at the time in a general way in the matter of its import.

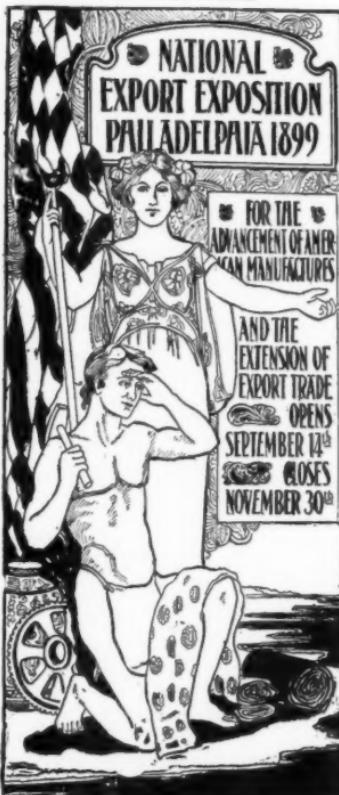
"One big blow!" That's the way to "settle" it. That's the way to leave an impression. I am familiar with the poetic advice to "Keep a tap-tap-tapping," but if others are standing by your side also engaged in tapping, I guess you'd better *pound* if you want to be heard!

## CHAS. M. SNYDER.

Chas. M. Snyder, the DeLong hook and eye man, can turn out good ads in rhyme. He is about the only one of our eighty million inhabitants who can.—*American Druggist*.

## FROM SMALL TO LARGE.

Every large advertiser admits that he made but a small beginning.—*The Advisor*.



THE POSTER OF THE PHILADELPHIA EXPOSITION.

**"PLAIN HOME TALK."**

HOW SEVEN HUNDRED THOUSAND COPIES OF A POPULAR MEDICAL WORK HAVE BEEN SOLD THROUGH AGENTS AND ADVERTISING—HOW THE BOOK HAS BUILT UP A MEDICAL PRACTICE.

It was forty years ago that Dr. E. B. Foote, an enthusiastic young practitioner of delicate physique but iron will, completed his first book—the first edition of "Medical Common Sense," now known as "Plain Home Talk." To find a publisher was the next task. The country was passing through a period of "hard times." Two years before it had experienced a severe panic. Dr. Foote sought assiduously and was rewarded. Wentworth & Co., of Boston, became its sponsors.

And they were speedily rewarded. For soon after the work saw the light it began to sell so rapidly that the publishers could not get copies off the presses quickly enough. Said Mr. Wentworth: "It is the only one of our books which is selling, and it is making a fortune for my partner and myself, supporting a host of agents and paying its author nobly. And no other publication in the country is doing well during these crucial days."

Dr. E. B. Foote, Jr., Manager of the Murray Hill Publishing Co., 129 East Twenty-eighth street, New York, thus began the story of the advertising done by his company to the representative of PRINTERS' INK, who recently called on him:

"This was the foundation of our business," he said. "To-day we are conducting a general practice of all sorts of chronic diseases and a medical publication bureau. These are both mainly mail order businesses."

"You do not advertise the former, do you?"

"We do and we do not. Our advertising of the latter mainly sustains the former. We conduct our medical department in a manner different from that of any other of which I have any knowledge. We prefer to prescribe for every case which comes into our hands upon its individual merits. I may say without egotism that we have been singularly successful."

"But when we come across patients who are too poor to pay professional fees, we are still enabled to assist them to recuperation. For we have a number of specifics, running from

Number One to Number Fifty, which—at any rate in combination—cover about all the ills of mankind. These poorer patients are supplied from our Sanitary Bureau of Remedies."

"And these patients, or customers—"

"Come from or rather through the lists which we are enabled to compile through the advertising which we do for our book."

"This book is?"

"A work which is sold purely on its merits, and is a popular though exhaustive treatise, dealing with the human system in health and disease, and with the marital relations. I have told you of its origin, but it has been revised frequently and greatly enlarged, and its name changed to 'Plain Home Talk, embracing Medical Common Sense.'"

"Your book was the earliest in the field?"

"It was, and though my father's object was a purely disinterested one, the publication proved remarkably profitable. It was absolutely no trouble to sell copies for a number of years. First and last we have sold 700,000 of them in this country. And to-day in England and in all the English colonies it is as easy to sell copies as it used to be in this country at the start. As we state in our advertisements, 'no other book has interested so many different kinds of readers in so many parts of the world.' Only yesterday a gentleman from Kioto, Japan, came in unsolicited and bought a copy. It is the enormous sale we have already made in this country which forces us to advertise so extensively."

"Regarding your advertising—when was this begun?"

"Long before I came into the business, and that was twenty years ago. But that advertising was unlike the present. We only adopted our present methods in 1894. Before that we simply advertised for agents to sell the book. Now, although that is one of our ulterior ends, and an important one which is never lost sight of, we drive directly at the purchaser, hoping to transform a large percentage of these into agents upon the merits of the work, discovered from its perusal on purchase through the advertisement. Regarding our advertising, I need scarcely assure you that prior to 1894 it reveals nothing of interest."

"Beginning with that year, will you

tell me the salient points of your story?"

"Well, we immediately began with mail order mediums, and have largely continued them since. We used Vickery & Hill's, *Lupton's Modern Stories*, the *Housekeeper*, all of Charles E. Ellis's, *Munsey's*, *Leslie's Popular Magazine*, the *Metropolitan*, the *Review of Reviews*, *Demorest's*, *Frank Leslie's Weekly*, the *Home Magazine*, of Washington, *Sawyer's List* and *Boyce's List*. I tell you these off-hand."

"What were the comparative merits of these?"

"It is remarkable how they varied. One year a medium would prove excellent and the next nearly worthless. For instance, in 1897, *Munsey's* proved best. This year *Leslie's Magazine* is outstripping the others. My explanation would be, that in the strenuous efforts to boom circulation, a publication will now make an attack on one section, then upon another; and you never can tell how the people of one section will act as compared with those of another. Nothing is certain about such a matter except its uncertainty. As for my experiments the first few years, they were liberal. I took every medium which I had any favorable doubt of. But about 1897 I began to discriminate better. I really did more or larger advertising up to then than at present, but now I have learned my mediums better. For instance, I went into the programmes at one time. But I soon dropped them for two reasons: I could not take space enough to tell my story fully, and I found that people would throw the programmes away and entirely forget to remember our address. I like to make a contract with an enterprising publication at a time when it is advertising itself in other mediums. I have always found that at such times it would yield us golden returns. On the other hand, I do not like to go into a publication which is dying of dry rot. One never gets returns from the moss-back circulation which clings to such a dotard."

"I see that you have tried the dailies?"

"Oh, yes. I had quite a list of Sunday dailies in New York, Philadelphia, Boston, Washington, and some more. In these I took 150 lines double column with excellent results. Among these the *New York World* and *New York Journal* netted best results."

"What has been your greatest number of replies to an advertisement?"

"We had one which netted us 400 replies, and in our case that means orders. But it was in an expensive medium, and did not pay as well as some others. For instance, during one season the *Tri-Weekly* (N. Y.) *World* brought in more than a thousand orders at a comparatively small expense. This paper has proved our best medium during the past three years. In addition to the thousand orders, it made a number of agents for us, and these sold many more. Bear in mind that the sale of a book means little profit to us. It is the after-results. For the buyer almost invariably likes the work and helps us to the sale of more. Besides, we always send a catalogue of our other publications and of our medical bureau, and the book is generally but the first of a number of transactions. It is from our orders that we compile our lists, and they are valuable ones. We key every advertisement, and thus are enabled to follow up our customers very closely."

"I did not know you published other books."

"Oh, yes, quite a number; and some of them great successes, as, for instance, our 'Wife and Mother,' and our 'Science in Story,' an instructive book for children, written by my father. But we only advertise 'Plain Home Talk.' We used to publish *Dr. Foote's Health Monthly*, but discontinued in 1896 after 20 years of successful existence on account of my father's advancing years—he is now 70. This had a paid circulation of from two to ten thousand, and also helped to find people interested in medical publications."

"What sections of our country are best for your purposes?"

"I would not wish to say geographically. But we find our best hold among progressive, wide-awake, liberal, intelligent people—people who recognize how urgent it is for them to know themselves."

J. W. SCHWARTZ.

THE public wants to know more than that a certain man deals in a certain line of goods. It isn't interested in the fact that John Smith sells hams and bacon. It must become interested in the hams and bacon through price or quality or both, and then it pays attention to John Smith and his store. It is John Smith's business to convince the public that hams and bacon should be purchased of him and this can not be done by simply telling people that he sells them.—*Cambridge (Mass.) Press.*

## *Speaking of Expansion*

One of the most recent examples of expansion in circulation, popularity and advertising prosperity is presented by

# The Commercial Advertiser

"The most interesting evening paper in New York."

---

**50 %** Increase in cash receipts for sales of the COMMERCIAL ADVERTISER during May, 1899, as compared with May, 1898.

**368 %** Represents the increase in real estate advertising in its columns for the month of May, 1899, as compared with May, 1898.

**197 %** Is the increase of instruction advertising for last year over 1897.

**151 %** Increase in publishers' advertising for May, 1899, over May, 1898.

**190 %** Increase in financial advertising for May, 1899, over May, 1898.

## ADVERTISING TROTTERS.

By Frank A. Heywood.

The offices of Walter Leslie Miller, at the Wildes Stock Farm, Chicopee, Mass., are worthy of a visit if only to catch a view of some of the scraps of advertising which have been put out from time to time by American horsemen. While looking over some of Mr. Miller's souvenirs recently and reviewing some of the notices of the late Robert Bonner, William H. Vanderbilt and George M. Stearns I caught Mr. Miller looking over my shoulder. The following interview is the gist of what he pointed into my ear:

"Horse advertising differs from other advertising," said Mr. Miller. "Horsemen don't take much stock in booklets, though a few breeders occasionally issue one. Neither do they spend very much on lithographs. These are usually issued by some racing association for the purpose of advertising a meet, though in a few instances a lithograph of a fast horse has been issued for the purpose of drawing attention to some remedy or appliance used in leading stables. This plan is a good one for the owner of the horse as well as the manufacturer of the article. Many men own good horses simply as good advertising investments. This is particularly true of proprietary medicine people. Some very fast horses have trotted under the names of Yellow Dock, Pain Killer, August Flower, German Syrup, Sarsaparilla, Duffy's Malt, or names of equal significance. One fast horse was named Police Gazette; he was owned by Richard K. Fox. Many fast trotters are named after the favorite actresses or politicians. Occasionally you will see a litho of those horses, but it is safe to say that it was not paid for by the horseman. It is difficult to say whether this kind of advertising pays any one concerned. Yet it never hurts any one."

"Nearly all horsemen patronize *The Spirit of the Times*, *Turf, Field and Farm*, *The Horseman* and a few other papers," continued Mr. Miller. "If a man gets a fast one he likes to let other own-

ers know of it, and in no way has he ever done so quicker than by having one of those papers publish a full-page portrait of the animal. The price for this service is usually \$100, the horse owner taking the plate. Where the subject is a stallion these plates are afterwards used on a stud-card, a half-sheet bristol-board affair, which gives a tabulated pedigree of the animal, with terms of service, etc. These cards are posted during the 'standing season' in stables, hotels and other places in the country thereabout, where horsemen most do congregate. During 'the season' horsemen use the classified columns of the local papers to some extent. Horsemen seldom advertise sales, as the horse business is a close profession and for a horse of pedigree the buyer is always at hand.

"The reputation of a horse, its owner, its driver and its breeder, is made by the editors and in columns that can not be bought. A paid reader would be ruinous. It is a case where merit must speak for itself, while the writer does the rest. You may depend upon it, however, that the horseman appreciates the friendship of the horse writers. It is a friendship he could ill afford to lose."

## ADVERTISED A WEDDING.

SYRACUSE, July 23.—A novel advertising scheme was employed by one of the suburban railroad companies to-day which drew many thousand persons to Lakeside Park, on the shores of Onondaga Lake. It consisted of a bona fide wedding ceremony, performed by a city pastor in the presence of a crowd of gaping rustics and city dwellers in search of novelty. For a percentage of the receipts a young farmer and the daughter of a milkman consented to make their nuptial rites the subject of public gaze. Twenty-five dollars was offered the Rev. Henry O. Manchester, pastor of Danforth Congregational Church, to perform the ceremony, and he consented, not understanding that the wedding was to be public. When he learned that his fee was to come from the treasury of the railroad company and that the wedding was being advertised for all it was worth as an attraction to the park, he declined to have anything to do with it. The services of the Rev. A. Oberlander, an Evangelical Lutheran minister, were then hastily secured and the nuptial knot was tied by him. It is estimated that the railroad company made the scheme profitable to the extent of \$5,000. The percentage due the bride and groom will set them up comfortably in housekeeping.—*New York Sun*.

# **THE ST. PAUL DAILY GLOBE**

is a strong local paper. A strong local paper is always a good advertising medium. Local news is, after all, what people want most, and the GLOBE is strong with the people because it is strong in local news.

***Only***  
***Democratic Daily***  
***in Minnesota.***

*Western Advertising,*

**Williams & Lawrence,**

*87 Washington St., Chicago.*

*Eastern Advertising,*

**Chas. H. Eddy,**

*10 Spruce St., New York.*

## OLD FASHIONED ADVERTISING.

There is a constant war between the commercial and the editorial departments of newspapers as to the relative importance of advertisements and "reading matter." The distinction is perhaps arbitrary, for it is commonly believed that women, whose patronage is not to be despised, after reading the births, marriages and deaths, run through the advertisement columns, and then throw the paper down as exhausted. It is quite certain that, in looking over the files of old newspapers, you will find the advertisements not the least interesting part of the contents. Parliament and courts go on forever, and a debate or a lawsuit of 1897 is not very unlike a debate or a lawsuit of 1797; but there is a subtle fluctuation in the attitude of the tradesman to his customer, the public, and of the terms in which it is thought proper to approach him. The shop-keeper of a century ago was obsequiousness itself. He did not rudely importune his patrons to "come and buy," nor did he announce "startling bargains" in indelately large type. He humbly "solicited patronage;" he was agitated by "a lively sense of gratitude" for past favors; in his most enterprising moments he only "earnestly requested" the public to honor his poor establishment with its benign presence.

Those were trying days for the postmaster-general, as well as for the foreign secretary. Here is a pathetic reminiscence of the times when all the Manchester letters went into one bag:

General Post-Office, Dec. 17, 1796.

The post-boy, carrying the north mail from Warrington to Chester, was stopped on Monday evening, the 5th inst., between 7 and 8 o'clock, within a mile of Chester, by a man on foot, who took from him the mail, containing the Manchester, Warrington and Frodsham bags of letters.

The robber was dressed in a blue jacket and white trousers, and had an oil-case cover to his hat.

Whoever shall apprehend and convict, or cause to be apprehended and convicted, the person who committed this robbery will be entitled to a reward of two hundred pounds over and above the reward given by act of parliament for apprehending of highwaymen; and if any accomplice in the robbery, or knowing thereof, shall surrender himself and make discovery, whereby the person who committed the same may be apprehended and brought to justice, such discoverer will be entitled to the said reward of two hundred pounds, and will also receive his majesty's most gracious pardon.

By command of the postmaster-general.

ANTH. TODD, Secretary.

Letters often miscarried in that way.

Just a fortnight before the same of official advertises that

The bags that should have arrived this morning from the following towns are missing:

Louth,	Grantham,
Horncastle,	Caltersworth,
Boston,	Baerne,
Spalding,	Stamford,
Deeping,	Waresford,
Peterborough,	Oundle,
Stilton,	Thrapstone,
	Sleaford,

Much is to be learned from the theatrical advertisements. The great hat question must be at least a century old, for we read that "the public are earnestly requested to observe that ladies dressed in bonnets or gentlemen in boots can not be admitted into the pit of the opera." That was at the King's Theater. It seems, too, that the performances were subject to interruptions of a kind which are now out of date, for the advertisement goes on:

Gentlemen are most earnestly entreated not to remain upon the stage during the representation of the grand ballet, in which so many persons are necessarily employed that the effect will be utterly destroyed if the performance is interrupted by the presence of persons upon the stage who are not engaged in the business of the ballet.

The tradesmen's advertisements read oddly to-day. It suggests Arcadia to read that Mr. Hutchins has, out of a sense of his duty to the public, resolved "to keep a number of cows at his wharf, in Water street, Strand," where the said Public was respectfully requested to come and see them milked. Mr. Mackay, of 29 Princes Street, Soho, alludes to his Potter Shrimps as "the above combination of nature and art," and remarks that "sandwiches of them are much resorted to by gentlemen in a forenoon, particularly by those who may have made too free with the bottle on the preceding evening." The ingenious vender does not seem to have seen that the fact of a gentleman munching a shrimp sandwich cast grave suspicion on his yesterday's behavior. Our great grandmothers can hardly have resisted the temptation to invest in "the Italian Paste," which there is the authority of its maker for pronouncing "the most efficacious and infallible thing in the world for the speedy and certain extirpation of those destructive animals, rats and mice; for, by its wonderfully attractive quality, those rats, etc., which are destroyed by the effects thereof are frequently eaten in the most voracious manner by the surviving animals to obtain the com-

position." What a theme for a poster! But, unhappily, posters were not then invented.

The lucky owner of a rattlesnake, "just arrived from America, the only one alive in this kingdom," indulges in a little scientific dissertation:

Among the many wonderful productions nature has been so lavish as to distribute over the globe, none deserves the attention of the curious more than the rattlesnake. Most writers agree as to the baneful effect of its bite; and that it is attended with instant death is beyond dispute. Its progress when enraged and pursuing is next to flying; but what must surprise and astonish is that the above snake was caught on the 3d day of May last, since which time, till within the space of ten days, it has existed without any kind of sustenance whatever. Admittance 6d. each person, at No. 4 Capel Court, Bartholomew Lane.

Drapers' announcements include that of Messrs. Dyde & Scribe of Pall Mall, who "beg leave to observe that their warehouses are warmed with good fires and the floor covered with mats." A mourning warehouse mentions materials, some of which are unfamiliar to the modern ear: "Rasdymores for widows' mourning, black Armozeens, lustrings, double and single taffities, cypress, etc."

One reads much of Dr. Solander's Sanative English Tea, whatever that was. He harps much on the patriotic string. "By the nobility and gentry," he says, "this tea is much admired as a fashionable breakfast, being in every respect preferable to foreign tea, which the Faculty unanimously concur in pronouncing a species of slow poison." The ingenious doctor does not mention where his tea is grown, though it was to be obtained of Mr. Fuller, Covent Garden, near the Hummums.

Mr. Charles, 108 Strand, "sworn miniature painter to his majesty the King and to his royal highness the Prince of Wales," advertises his ability to take "strong likenesses" in one hour at a charge of from one to ten guineas; and a Strand firm offers for the inspection of the nobility and gentry a "magnificent barrel organ." So does the luxury of one century become the superfluity of the next.

What is an "American creeper"? One would at the first blush suspect it of a connection with botany; but it appears from an advertisement that it is "a simple but very useful invention, for effectually preventing the possibility of slipping in walking over the frozen pavement, and consequently the dangerous falls to which all persons are

subject, when business or amusement takes them into the streets at this inclement season. A large assortment," we are assured, "are ready for sale at Savigny's No. 28 King Street, Covent Garden."

Here are two notices of a class happily obsolete:

A thousand guineas will be given to any lady or gentleman who can procure the advertiser a permanent place, of adequate value, in any of the public offices under government. The most inviolable secrecy and honor may be relied on. A letter addressed to Y. A. Z. at the Bar of the Crown and Anchor, Strand, will be immediately attended to.

Government and Patronage.—A general information of all vacancies immediately as they take place, and the mode of application pointed out. Address to H. W., Griffin's Hotel, Westminster Bridge. Honor and secrecy may be relied on, and the business more fully explained in an interview. A place of about £80 per annum to be disposed of. Two seats vacant in a certain house.

Matrimonial advertisements were by no means rare; and one regrets to find, in the respectable columns of the *Times*, advertisements which, though not matrimonial, would have been better if they had been. A genuine case is that of "A widower, turned of forty," who "wishes to meet with a lady born and educated in the city, far from the vices and extravagances of what is called the court end of the town, or the fashionable world." Another gentleman in search of a wife "is in a genteel line of business, the profits of which enable him to keep his carriage," and recommends that "the preliminaries of any treaty be entered into, and particulars explained through a friend of each party." Another notice of the kind which you do not find in the newspapers of 1899 is that in which "A man of feeling recommends to the humane and charitable a debtor now in Newgate." The boarding school which insists that "this is not a school for pride, folly and extravagance, but for useful attainments," has, one may assume, no counterpart to-day; and city clerks may weep for the good old days when an employer could add this postscript to his advertisement: "Salary in this case is no object to the advertiser, who wishes it may be large, occasioned by the merits of the person looked for." —*Gentleman's Magazine*.

#### THE NARROW CHASM.

The narrow chasm between success and failure is bridged by effort. Many an advertised article has been on the verge of success only to be dropped at the moment when, by a little more hustling, it could have been made profitable to its exploiter.—*The Advertising Man*.

**The Best and Cheapest  
New York State  
Newspaper Advertising Proposition  
Outside New York City**  
Is offered by the  
**Buffalo Courier**  
and the  
**Buffalo Enquirer**

The American Newspaper Directory in its latest issues credits the **Buffalo Courier** with a larger circulation than any other daily newspaper published in the territory named.

The actual average circulations for 12 months preceding October, 1898, were as follows:

**Courier (Morning), 55,001  
Enquirer (Evening), 36,642**

Advertising rates for the two papers combined much lower per thousand circulation than in any others in that section.

Quality of circulation second to none.

---

**J. E. VAN DOREN SPECIAL AGENCY,  
PUBLISHERS' DIRECT REPRESENTATIVES,**

Tribune Bldg., New York.

Boyce Building, Chicago.

## HE AGREES.

BUFFALO, N. Y., July 26, 1899.

## Editor of PRINTERS' INK:

I read with interest an extract from a letter received from a correspondent of PRINTERS' INK, which appears on page 27 of the July 26th issue. I think that everything he says regarding your departments is true, and that his suggestion that you vary the writers is a good one.

Yours very truly, CHAS. H. FRYER.

## IN MEXICO.

Office of  
"THE MEXICAN HERALD."  
MEXICO, July 12, 1899.

## Editor of PRINTERS' INK:

Mexico is not so far away that PRINTERS' INK is not a welcome weekly visitor. In fact if you glance over the inclosed paragraphs you will notice some of the familiar earmarks of PRINTERS' INK maxims. We appropriate all the good ideas we can from the Little Schoolmaster and have swiped Mr. Dixey's ready-mades upon all occasions. Modern advertising has not been generally adopted in Mexico as yet by any means, but more firms are doing generous advertising all the time and more of them every day are giving it the attention that will make it more profitable. Very truly yours,

THE MEXICAN HERALD,  
Paul Hudson, Manager.

◆◆◆◆◆

IN CHAPMAN, KANSAS.  
YATES CENTER, Kan., July 24, 1899.

## Editor of PRINTERS' INK:

The town of Chapman, in Kansas, population 700, is located half way between two larger towns. For years the merchants have suffered because the bulk of the trade was drawn away by stress of larger stocks and superior advertising facilities. This summer the merchants clubbed together and organized an association which gives free entertainments on the streets each Saturday. The main feature of the entertainments is horse races, the course being the principal street of the town. Purse aggregating \$50 are offered each week, and all sorts of horses are entered. The scheme has been successful in attracting large crowds and increasing sales. The country for a dozen miles around is flooded with printed matter, advertising not only the races, but the wares of the merchants. So attractive to the farmers is the entertainment afforded that the merchants of the two larger towns report a serious falling off in their volume of business.

E. T. KENYON.

◆◆◆◆◆

## THE "STAR'S" FORM.

"THE EVENING STAR."

WASHINGTON, D. C., July 20, 1899.

## Editor of PRINTERS' INK:

In your issue of July 19th you discuss the question as to what constitutes circulation and incidentally state that "the Washington (D. C.) Star reports copies sold, delivered, furnished or mailed." You then proceed, making this your text, to say: "The statement of the Washington Star would appear to indicate that the Star counts as circulation every complete copy that goes out of its place, whether it is ever returned or not. 'Delivered,

furnished, or mailed' does not necessarily imply that payment was secured for the copies. 'Furnished' or 'delivered' does not preclude furnished or delivered to the junk shop or paper mill. 'Mailed' may include all sorts of sample copies or free copies, or exchanges. Does the *Star* mean to include these things in its efforts to be exact?"

Perhaps if you had accurately repeated what the *Star* does state as to its circulation you would have been spared these misgivings.

The form of our sworn weekly statement is as follows:

"I solemnly swear that the above statement represents only the number of copies of the *Evening Star* circulated during the six secular days ending — that is, the number of copies actually sold, delivered, furnished or mailed, for valuable consideration, to bona fide purchasers or subscribers, and that the copies so counted are not returnable to or remain in the office un-sold."

We aim in this to give the advertiser information to which he is entitled and which is of undoubted value to him and we do not doubt that advertisers appreciate such treatment. Very respectfully,

THE EVENING STAR NEWSPAPER CO.  
By Frank B. Noyes.

## ◆◆◆◆◆

## SCARING PEOPLE.

Specimen reading notice sent out by the baking powder trust:

"Quite recently in New York two deaths occurred from poisoning by the use of powders sent to the victims by mail. In Leavenworth, Kan., the other day nearly every doctor in town was called to attend the children who had gathered up, eaten and been made ill by samples of an article left at houses by canvassers, for advertising purposes.

"Alum baking powders have always been favorite articles for this sampling business. Yet there is nothing more liable to lead to danger than the practice of using the various samples of baking powder left at the door. They are presented by irresponsible parties, in appearance are not distinguishable from arsenic, and indeed, in Indiana some time since one package was found, after it had caused the death of the housewife, to be mixed with that poison.

"It is safer to refuse all samples of food or medicine offered at the door. Pure cream of tartar baking powders sell upon their merits, and are never peddled or sampled."

## ◆◆◆◆◆

## A DETROIT TALE.

The Detroit *Free Press* quotes the following Dakota matrimonial advertisement: "Lovers, Take Notice.—On and after this date I will present an elegant chromo, a parlor lamp, or a glass water set to all bridal couples married by me. All marrying done in the most artistic way, either in private or public. Runaway couples married at any hour of the day or night, and pursuers thrown off the scent. Reduced rates to those I have married before. A red lantern hangs in front of my door on Prairie street at night. No dog kept. Night bell directly under the lantern.

"Moses Dodd, J. P."

## NOTES.

THE Meriden Britannia Company issue a "trophy book," showing suitable prize trophies for skill in amateur sports.

THE Chiswick Publishing Company, 20 Rose street, New York, have just issued for premium purposes "Irish Yarns."

*Hide and Leather*, of Chicago, writes: "We are careful readers of your paper, and thoroughly appreciate its brightness and splendid value in many directions."

WILLIAM DOLGE, of the Dolgeville (N. Y.) *Herald*, writes: "I believe in PRINTERS' INK. My foreman and job compositor both take it, as do all of Dolgeville's successful merchants."

THE Sewell-Clapp Manufacturing Company, makers of envelopes, of Chicago, write: "We have carefully studied PRINTERS' INK since its first issue and it is regularly filed in our office."

JACOB'S PHARMACY, of Atlanta, Ga., advertises as follows: "Simple business judgment ought to be sufficient to prevent any shrewd pharmacist from being guilty of substitution. We have built up our business to larger and larger extent during long years of service by adhering strictly to business good sense, i.e., being honest with the physician, with his patients and with ourselves. In fact, to pharmacists who appreciate the significance of setting a high standard in pharmaceutics, as we believe we do, such connivance as substitution seems but the sheerest folly. No large drug business was ever or will ever be built up over substitution as a foundation."

## CONTRAST.

Half of the battle for attention is in having a contrast that catches the eye.

## HOW HE DOES IT.

At the recent meeting of the Proprietary Association in New York Mr. Mason of the Advertisers' Guaranteed Company explained as follows how he examines circulations:

First, the white paper bills are examined. Then the reports from the press registers. Then the list of distributing agencies is gone over carefully. The amount that ought to come in from these agencies is figured. Then the cash books are used to check the result. Mr. Mason was confident that the outcome of such investigation was to give the number of papers really sold, without including either copies sent to advertisers, copies given to employees, copies put on files, or copies sent to the exchanges.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

A DVERTISING scheme, \$30 a week easy. Plan 2c. STAN ALLEN, Amherstburg, Can.

TELEGRAPH editor, experienced, is open for an engagement. "T. E." care Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

A FEW good specimens of "Town Souvenirs" or "Boon Booklets," GRIP CO., Toronto, Can.

SUBSCRIPTION premiums wanted for use by first-class monthly farm and stock paper. Address FARM AND TRADE, Nashville, Tenn.

A DVERTISING Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 753, Meriden, Conn.

WANTED—A man competent to take foremanship, job office employing ten workers. Must be "Union" man. Address, giving terms, "H. E. C." care Printers' Ink.

HALF-TONES (quality guaranteed), one col. \$1;  $\frac{1}{2}$  col. \$6. Two col. \$2;  $\frac{1}{2}$  col. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

PUBLISHER—A young man (30), with education and seven years' experience in newspaper and magazine work, desires new location. Best references. Address "A. H." Printers' Ink.

A FINE opportunity is offered an experienced newspaper man with from \$2,000 to \$5,000 ready cash by a well established Eastern daily. Don't answer unless you mean business. Address "K. L." care Printers' Ink.

THE advertiser, an experienced publisher, who thoroughly understands the making of a newspaper (not daily), is a first-class buyer and who is well versed in the advertising line, is open to an engagement with a first-class publishing house. Address "H. L." care Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10, in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

NEWSPAPER man (27); thorough college and business education; successful experience; now and for five years business manager of religious weekly of 5,000 circulation; well engaged, but open to engagement in which experience, hard work and hustle offer larger work and prospect of advancement. "W. M." Printers' Ink.

## BANKRUPTCY BLANKS.

BANKRUPTCY blanks—A full line. Wholesale: 2 uniform; up to times; catalogue. Law stationers write small postal for big discount. LAW REPORTER CO., Wash., D. C. Samp. sent.

## SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

## MISCELLANEOUS.

SEND for sample of my new advertising folder. Good thing to go with your correspondence. Cheap and effective ad for any business; costs nothing to distribute. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

## QUICK NEWSPAPER SALE.

A REP. daily in Maine. Splendid property and excellent business. For sale quickly if at all. A great chance for a man who can raise about \$10,000 cash. Write C. F. DAVID, Residential Newspaper Broker, Abington, Mass.

## NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued June 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

## BUSINESS CHANCES.

WANTED—Man to invest \$10,000 and take editorial charge of Republican newspaper in Ohio. Also man for business department with \$5,000. Salaries of \$1,500 and good dividends assured. "X." care Printers' Ink.

## ADVERTISING MEDIA.

**S**HOE TRADE JOURNAL, Chicago, goes everywhere. Weekly. 10c. a line, cash.

**S**IGNS that sell goods. The kind we make. Samples free. RONMOUS & CO., Balto., Md.

**40 WORDS**, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**A**VERTISERS' GUIDE, Newmarket, N. J. 8c. line. Circ'n 4,000. Close 24th. Sample free.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**T**HE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

**T**HE VIRGINIAN-PILOT, of Norfolk, Va., has twice as many paying subscribers as any other paper published in Eastern Virginia or North Carolina. RALPH MCKEE, New York Representative, Times Building.

**F**ARM AND TRADE guarantees over 10,000 circulation for its July issue. Ads must reach office by July 10th to insure insertion. Rate \$1 per inch for one inch or a hundred inches. Best class of readers on earth for advertisers. FARM AND TRADE, Nashville, Tenn.

**A**BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

## PRINTERS.

**I**F you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

## ILLUSTRATORS AND ILLUSTRATIONS.

**I**DRAW DRAWINGS that DRAW business. It's hot work keeping pace with the times this weather. But we must do it. 2c. stamp to C. W. BRADLEY, Mooney Bldg., Buffalo, N. Y.

**P**HOTO ENGRAVER wants position as operator (line or half-tone); can take charge of eng. dept. If you wish to put in a plant cheap, write me. "ENGRAVER," 327½ So. 4 St., Columbus, O.

## FOR SALE.

**F**ULLY equipped Western New York weekly for sale at less than value of plant. Cheap rent, cheap power. PRESS, Hamburg, N. Y.

**P**ERFECTING press, \$2,500. We have a Potter perfecting press, capacity 10,000 eight page newspapers per hour. First-class condition. Will sell for \$2,500. Address W. D. BOYCE CO., Boyce Bldg., Chicago.

**F**OR SALE or exchange, 8x12 brass arm Gordon and 10x15 Peerless press, both in perfect order, throw-off, steam fixtures, etc. Will sell cheap. We need a large size C. & P. Gordon and will buy it if we can't trade. Let us hear from you. Address "BARGAIN" care Printers' Ink.

## ADVERTISING NOVELTIES.

**A**D NOVELTIES made by CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

**F**REE—Sample best novelty for letters, with imprint. DIRECT ADV. CO., Northfield, Vt.

**A**DVERTISING novelties that are novelties. A No trash. High-grade goods at low prices. Write for samples and catalogue. THE WHITEHEAD & HOAG CO., Newark, N. J.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**S**END for sample of my new advertising folder. Good thing to inclose with your correspondence. Cheap and effective ad for any business; costs nothing to distribute. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

## NEWSPAPER BARGAINS.

**W**ANTED—To buy an agricultural paper located in the West. Address J. R. CANNON, 358 Dearborn St., Chicago.

**P**RINTING and newspaper office few miles from Phila. Rich territory. Well established and profitable. Will rent or sell bldg. Price reasonable; part on time. "W. J. L." Printers' Ink.

**T**HE right party can buy a fine Rep. daily newspaper office in Maine and make handsome profit. Everything open to closest inspection. About \$10,000 cash required. Write quickly—in confidence—to C. F. DAVID, Abington, Mass.

**I**N 34 states—including New England, New Jersey, Pennsylvania, New York, Iowa, Oregon, Washington, California and intermediate States. Dailies for \$6,000 to \$35,000. Weeklies for \$2,000 to \$10,000. For sale on reasonable terms.

Write for my special list, give ideas as to what you want, about how much cash you have to pay down.

C. F. DAVID, confidential broker in newspapers, Abington, Mass. 25 years' experience.

## ADVERTISEMENT CONSTRUCTORS.

## JONES.

**J**ONES, 42 World Bldg., N. Y.

**M**OSES & HELM, 111 Nassau St., N. Y.

**W**HITE, C. V. WHITE, Burke Bldg., Seattle, Wash.

**P**ATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

**P**ROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

**W**RITE to CHAS. F. JONES, 42 World Bldg., N. Y., for free booklet explaining his work.

**I**'VE been through the adv'tg. mills. Let me prepare your "copy." JED SCARBORO, Brooklyn, N. Y.

**T**HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

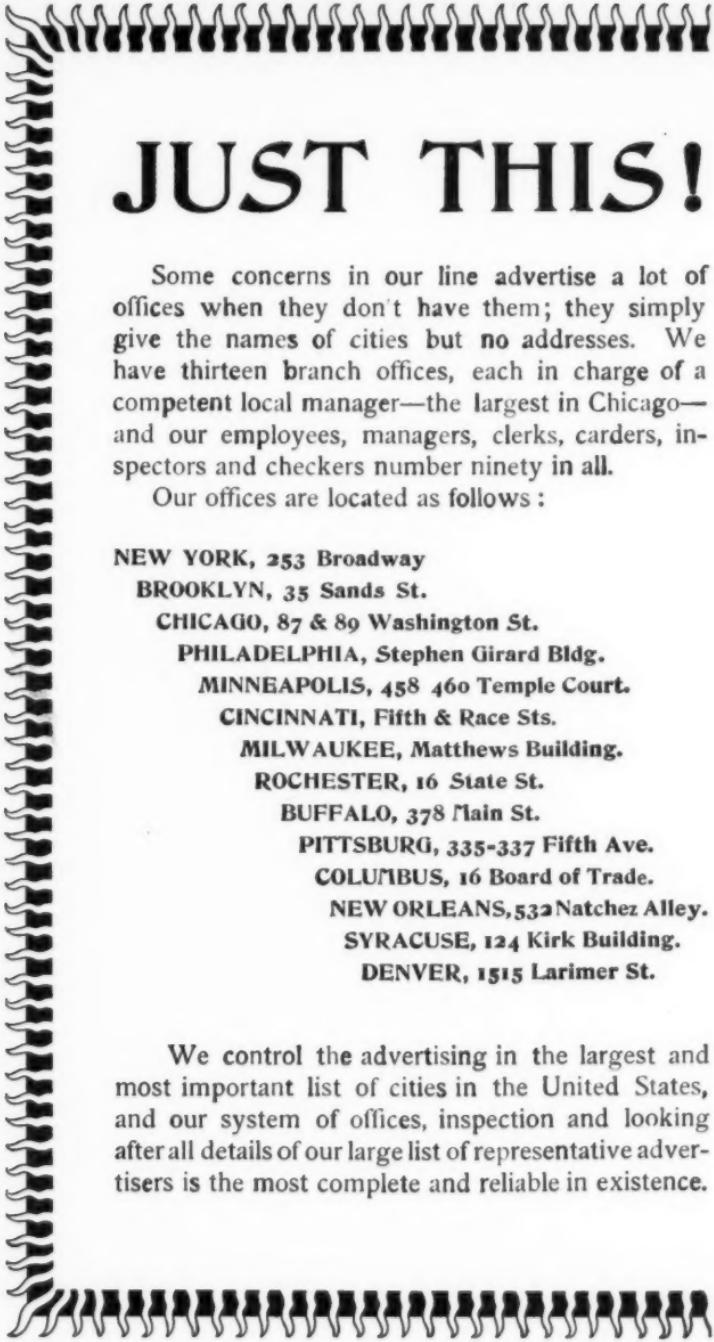
**I**WANT thirty cents and a copy of your ad (10 inches or less); if I can't improve it 50 per cent you get your three dimes back. FRANK HOCKING CHAPLIN, 248 Abbott St., Detroit, Mich.

**G**o to a specialist for your commercial literature. You will make no mistake if you consult me. My work is not cheap. It is good. MINNIE WOODLE, 6 Wall St., New York. Telephone 3001 Cortlandt.

**"A**DVERTISING THAT PAYS" is the title of a little book that we have issued. It will interest every business man who wants good advertising service. Send for a copy. SHAW ADVERTISING AGENCY, Grand Rapids, Mich.

**J**OHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager of Printers' Ink Press, 10 Spruce St., N. Y. City.

**O**UR SKILLED SERVICES in the preparation of advertisements and supplementary literature cost the busy man of business less than the mistakes he might make in doing the work himself. The most important commissions can be intrusted to us with safety, as we have had preliminary training as newspaper writers, experience in general business, and are at present conducting the publicity departments of many successful advertisers. We write and illustrate newspaper and magazine advertisements, booklets, circulars and other forms of business literature, and have our own up-to-date printing plant. We are experienced in the selection of medium and, if desired, place the ads. Write us. ALBERT H. SNYDER-CARL P. JOHNSON, Suite 139, Chamber of Commerce, Chicago, Long Dis. Phone, Main 67.



# JUST THIS!

Some concerns in our line advertise a lot of offices when they don't have them; they simply give the names of cities but no addresses. We have thirteen branch offices, each in charge of a competent local manager—the largest in Chicago—and our employees, managers, clerks, carders, inspectors and checkers number ninety in all.

Our offices are located as follows :

**NEW YORK, 253 Broadway**

**BROOKLYN, 35 Sands St.**

**CHICAGO, 87 & 89 Washington St.**

**PHILADELPHIA, Stephen Girard Bldg.**

**MINNEAPOLIS, 458 460 Temple Court.**

**CINCINNATI, Fifth & Race Sts.**

**MILWAUKEE, Matthews Building.**

**ROCHESTER, 16 State St.**

**BUFFALO, 378 Main St.**

**PITTSBURG, 335-337 Fifth Ave.**

**COLUMBUS, 16 Board of Trade.**

**NEW ORLEANS, 532 Natchez Alley.**

**SYRACUSE, 124 Kirk Building.**

**DENVER, 1515 Larimer St.**

We control the advertising in the largest and most important list of cities in the United States, and our system of offices, inspection and looking after all details of our large list of representative advertisers is the most complete and reliable in existence.



We employ only experienced and trustworthy people, and our reports and checking lists represent just what they call for—not only all an advertiser contracts for but a surplus besides. Our men have been with us for years and we know, as do our customers, that when we report a card as being in a car it's there!

Our inspectors are constantly traveling from city to city and we spare no expense to keep our service always the best; we do not employ temporarily at an inadequate compensation any worthless hangers on of a charitable employment association to check up cars, as their reports are necessarily inaccurate by reason of inexperience, their desire to get through with little work as possible, and their further universal idea to make as unfavorable report as possible regardless of the facts.

We challenge comparison; advertisers always know our cars at sight; no others approach them, or can, in attractiveness of the advertising display, and no others carry the same number of the world's successful representative advertisers—they know good advertising and also that by placing their business direct with us they always get liberal treatment and don't have to guess whether they are getting what is contracted for or not.

---

**GEO. KISSAM & CO.,**  
**Largest Street Car Advertising**  
**Concern in the World.**



There are Many Ways Enjoy  
of Southern Kansas a

The Best

Is to Advertise

# THE WICHITA

It is read by More People  
the year in Southern  
Oklahoma Than any other  
Papers Combined.

...The S. C. Beckwith

The Rookery, Chicago.

T

Employed to Reach the People  
of Kansas and Oklahoma.

Best Way

to Advertise in

# A DAILY EAGLE

More people during  
the day in Southern Kansas and  
than any other daily  
is reached. \*

Own Special Agency...

Tribune Building, New York.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**1<sup>st</sup>** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**1<sup>st</sup>** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

**1<sup>st</sup>** Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

**1<sup>st</sup>** If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES.

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate  
Hill, E. C.

NEW YORK, AUGUST 2, 1899.

THE value of space depends upon what is put into it.

THE first essential in the preparation of good copy is to dig out the advertisable points and state them clearly, honestly and convincingly.

FOR the best large retail advertisements, the best place to look is to the Chicago dailies; for a large variety of announcements of small retailers, the Washington (D. C.) *Star* is recommended.

A DEMAND may be created for the most ordinary and commonplace articles when these are put up in easily recognized packages. Uneeda Biscuits and Lion Coffee are recent and notable examples.

TAKE up a copy of the August *Scribner* and note how school advertising has recently improved. Look at the announcements of Harcourt Place Seminary, of the Asheville College for Schools, of the Bingham School, the Southwest Virginia Institute, the Greenwich Academy, the Prospect Hill School, the Worcester Academy, and a score of others. The school advertising in this issue of *Scribner's* is as attractive as the advertising of any other branch; and those adwriters who have in the past filled pages with denunciations of the poor ness of school advertisements must now look to other fields of effort and endeavor.

BECAUSE there has been no general agreement as to what constitutes circulation, publishers' statements, whether sworn to or not, have been quite as likely to confuse the advertiser as to help him. It is notorious that many publishers find it consistent with their notions of truth to swear to a circulation that includes free distribution, special editions and great stacks of un-sold copies.—*National Advertiser*.

If a publisher prints 100,000 copies and distributes them free, those 100,000 are his circulation. What the value of such a circulation may be, is an entirely different question; of the fact that it is circulation, there can be no doubt. The differences of opinion on the subject of circulation arise from the fact that most people do not recognize that circulation applies only to the number of copies circulated, without any reference to the manner in which they are circulated or their value to the advertiser. Those questions enter in the quality of circulation, not the quantity.

THE *Commercial Appeal* of Memphis, of July 15th, contained a large advertisement of the Southern Express Co., which suggests the thought that express companies are losing an opportunity in not keeping their advantages before the public. Particularly is this true in the case of express money orders, which have undoubtedly advantages over postal orders, yet are not as widely used or esteemed. Nor do the majority of people know of all the things one may get an express company to do; take for instance, this summary from the advertisement mentioned:

The Southern Express Company receives and forwards freight, valuables, money, etc., to all points accessible by express. Collects bills, with or without goods. Carry free any orders sent for goods to be returned by express, when inclosed in a government stamped envelope, and goods are called for and brought on return train. Deeds may be sent through this company to be recorded and returned to the sender. Baggage checks taken and baggage obtained and shipped to owner. Goods in pawn redeemed. Money orders sold on all accessible points in the United States and Canada—also payable in Cuba. A receipt is always given, and you can get your money back if the order is lost. There is no cheaper way to send money than by Southern Express Co.'s money orders.

THE DEVELOPMENT OF  
NEWSPAPER MAKING.*By Edward Arden.*

The close relationship existing directly between the newspaper and the fundamental side of our economic life is in no way better evidenced than by the fact that the newspaper has been twice revolutionized by agencies external to it, first by the railroad and second by the telegraph.

To say that the enormous circulation of the newspaper press to-day is due to the prevailing quick means of transportation would be far from the truth, and lacking in appreciation of other quite as important agencies which have contributed to the growth of newspapers. But it is a fact that without the railroad facilities now at their command the growth of newspaper circulations would have been retarded to an incalculable degree, and their present size remained quite without the range of possibility.

It is during the first years of railroad building that we can trace with marked definiteness the revolutionary effects of the application of steam to transportation. The 200 newspapers of all kinds published in the country in 1800 had by 1830 increased to 1,000. Then there was no means at hand for the distribution of the newspaper product except the most primitive. There were no railroads. The decade ending in 1840 witnessed the beginning of railroad construction, and the twenty-three miles of track of 1830 had by 1840 increased to nearly 4,000. Here the newspaper growth is fairly perceptible, the number increasing from 1,000 to 1,631. By 1850 the railroad mileage had reached nearly 10,000 miles, and the number of newspapers 2,800. Then began more rapid extension, which divides itself in the main into the periods ending in 1870, 1880 and 1890. The first period, during which the Civil War caused interruption and practical suspension, saw the mileage increase from ten to fifty thousand, the second to nearly ninety thousand, and the third to a little more than one hundred and sixty thousand. During the same periods the newspapers increased in number from 2,800 in 1850 to 5,871 in 1870, 11,314 in 1880 and 16,948 in 1890.

The revolution created by the railroads chiefly during the ten years ending in 1840 became in due course an

evolution, to every stage of which the newspaper was not slow to accommodate itself. The era of large railroad extension calling for the periodical investment of immense capital may fairly be considered to have passed, but the probable future decrease in railroad construction, notwithstanding its appreciable influence upon newspaper growth, is not to be attended by a proportionate cessation of enterprise in the latter field.

The railroads, penetrating the remotest parts of the country, have brought the distant points within our domain in close contact with each other. The country has been spanned and respanned until it is covered with a vast network of railroads. In consequence, the settlement of the outlying portions of the country has taken place with astounding rapidity, and while the days of the pioneer are practically over, and population has been grouped in centers to an unprecedented degree, the expansion of communities and the further growth and centralization of population are likely to be such as will cause in the future an increase in the circulation of newspapers more than in their number.

The advent of the railroads cleared the way for the prompt distribution of the daily product of the press. Without the facilities for distribution which the application of steam to transportation provided, large circulations would have been impossible, for the daily newspaper would have become very much of a back number long before it reached subscribers living at any distance from the place of publication.

After the railroads came the telegraph in 1844, producing a second, and, it may be asserted, quite as far-reaching a revolution as its predecessor. As the railroads affected the distribution of newspapers, so the telegraph and then the cable influenced the collection of news. The first telegraph line to be used with success for the convenience of news was that from Washington to Wilmington, Del. It is to be observed that this line reached from the center of the government in the direction of New York, the one city which early distanced all other centers and which has maintained its lead over all competitors, practically fixing the standard for the sort and quality of the news. From the initial period also the newspapers of New York superseded those of all

other towns in point of circulation. Formerly it took two days for news to be conveyed from the national capital to New York by pony express. Fast post-horses were used, and by a system of relays the distance was covered in that time. The first newspaper telegraph line extending as far as Wilmington reduced the time to twenty-four hours. Then came the rapid extension of the telegraph and the further growth of circulations.

As the telegraph developed it revolutionized the newspaper. But it speedily became apparent that the average newspaper could not afford the enormous expense of news obtained by wire. Tolls were high, and moreover for many years the facilities were not adequate to the demand. It was found that no single newspaper could profitably bear the expense of obtaining any considerable amount of news by telegraph. Then occurred a development based on the principle of co-operation and concentration, the formation of an association composed of seven New York dailies, for the collection of the news, to be used in common by the members of the organization. This association was styled the Associated Press, and although changed as to its membership, it represents to-day, as do its lesser rivals, one of the most important factors in modern journalism. Maintained as a separate organization, with correspondents stationed at all important centers, the news was gathered and sent by telegraph to the headquarters first in New York, and then from this common source to the various papers entitled to the service. By this means the news was telegraphed once to many papers, as in New York, where the seven original members of the association received the same matter and in turn the expense was borne in common.

In time the larger papers were able to supplement the reports of the press associations by having special correspondents at desired and important points who regularly send special dispatches for the exclusive use of their papers. This system has grown to such an extent that some papers pay \$100,000 annually in telegraph tolls for their special correspondence, many to-day having special wires connecting one or more centers of news with their offices of publication. For instance, between Washington and New York,

most if not all the influential dailies have one or more correspondents at the national capital, while staff correspondents are stationed by many journals in London and other foreign cities, who represent them exclusively. In all but the larger cities, however, the press associations have continued to furnish the main supply of news by telegraph. But few papers relatively are able to afford special telegraphic correspondence, and thus the great newsgathering concerns furnish by far the largest part of the news which is sent over the wires to-day. They have their correspondents in nearly every town and city of appreciable size in the country and every foreign news center. They are the news clearing-houses of the world, without which the telegraph would be to the host of smaller newspapers an expensive luxury to be indulged but seldom.

During the few years after the Atlantic cable was laid it was used sparingly by the newspapers because of the high tariff of rates. The first decided movement on the part of American newspapers to utilize the new device was during the Franco-Prussian war in 1870-71. It was the New York *Tribune* which created a new departure in journalism at this period by printing many columns of news cabled by special war correspondents at an enormous cost. Such enterprise was astounding at the time and is in marked contrast to the European news which had up to a few years before been printed in that paper and others, consisting of edited extracts from European papers, received by steamer and bearing the caption "Four Days Later from Europe."

The telephone, also, which has come into general use within the past ten or twelve years, has aided materially in the making of the newspaper. Its utility, not uncommonly left out of account altogether, is appreciable. In times of extraordinary excitement, for instance during riots, strikes and other less warlike incidents of social life, a few words communicated through the medium of the telephone to the news-paper offices by newspaper representatives on the field of action are of inestimable account.

The resources of the present news-paper on its mechanical side are in marked contrast to those of any previous period. In 1835, when the independent press was established, all

printing presses in the country were worked by hand, and the most important newspapers were many times unable to supply the demand. In 1871 Hoe's perfecting press was introduced. In this was embodied the fundamental idea of the sextuple press, the fastest printing machine ever invented and now widely in use. Its cylinder revolves at the rate of nearly one mile a minute and it consumes paper fed from a roll at the speed of fifty miles an hour. In one hour 70,000 four, six or eight-page papers are printed and delivered, cut, pasted, folded and accurately counted.

As for the typesetting machine, it has been more revolutionary in its effect upon the printing trade than upon the newspaper, although in making the newspaper it has contributed an important saving. The Mergenthaler linotype is the machine most widely used to-day in the United States, although a few other machines are in successful operation. In 1894 there were about 200 linotypes in use; to-day there are no less than 5,000 linotype machines employed. In almost every case one machine does the work of three hand compositors. Since there are about 5,000 machines in use, it will seem that 15,000 printers have been thrown out of employment by the introduction of this device. The cost of setting type by machinery in newspaper offices is reported to be about one-half that of hand composition. The largest number of machines employed in any one office is about sixty, this number being now regularly used in the office of the *New York Herald*.

The paper upon which newspapers are printed is thought to cost more in the aggregate than any other requisite of newspaper making on the mechanical side, notwithstanding that it has decreased in price during the last thirty years from twenty to two and one-fourth cents per pound. As the price of paper has declined, its use has increased, the daily newspapers have been enlarged, and the immense Sunday newspaper has come into existence to consume large quantities.

The manufacture of paper for newspaper purposes has passed through a variety of stages. The early manufacturers were confronted with the difficulty of securing enough raw material in the form of rags, so that many times they were unable to supply enough paper to satisfy the demands

of the newspapers, which in turn were perforce published many times in limited editions. At this time paper was made almost wholly of rags. Other processes, however, have come into vogue and driven out rag paper except for purposes of the highest grades of work. Paper made from rye straw, which is used at this late day by some few printers, was found to be less desirable for newspaper use than that made from the spruce tree brought from Norway, cut from the Adirondacks, or secured from any of the other localities in the United States or Canada productive of this sort of wood. By a modern process the spruce tree is ground into pulp and to-day ninety-nine one-hundredths of our newspapers are printed on wood pulp.

Newspaper production, on the whole, has been favored in no ordinary way by both external and internal conditions. Without the rapid progress which has taken place in the field of newspaper enterprise by which the newspaper has turned to its own special account economic agencies such as the railroad and telegraph, and by which within its own sphere it has sought and achieved the most economical and the most highly improved methods and devices entering into its mechanical production, it would not now be keeping pace with its growing opportunities. As to the future, it would be boldness itself to predict the conditions which will obtain, but history makes clear nevertheless that newspaper enterprise will be limited only by the scope of our advancing civilization.—*The Chautauquan*.



## ABOUT FRAUDULENT CIRCULATIONS IN GREAT BRITAIN.

Messrs. T. B. Browne's (Ltd.) prosecution in the *Anecdotes* case which set the ball rolling, and our subsequent articles and correspondence on the matter which have kept it on the move, is effecting results which are proving disastrous to the circulation liar. Since the movement has commenced several agents and important advertisers, in all cases where they have had cause to suspect that the statements made by the representatives of any particular medium were false, have refused to pay the accounts when presented until proof—and impartial proof—was produced as to the correctness of those statements. In one instance when asked for proof, the publisher produced a printers' certificate; but as the advertiser had reason to believe that the printer was actually interested financially in the publication he refused to accept the certificate as proof, and demanded an impartial examination and guarantee, which has not, up to the present, been produced; neither have threatened legal proceedings been taken. In another case where the advertiser had reason to believe that the circulation was not genuine he refused to pay. He was threatened with proceedings, but after a great deal of bluff on the part of the representatives of the publication, sooner than face the ordeal of public proceedings they agreed to accept, in lieu of £60, the insignificant sum of £8, which was the value the advertiser placed on the services rendered. This stand, we are glad to say, is being taken up by many of our principal advertisers and leading agents, and it promises to have a very marked effect on the fraudulent fraternity, and we hope will help to stamp out a vile abuse which is a disgrace to a great and noble industry. It is no good mincing matters, there are dozens of publications the proprietors of which have for years been fattening on the proceeds of fraudulent trickery and extortion, of which the advertiser has had to bear the brunt. Thousands, aye hundreds

of thousands, have gone into the pockets of these leeches, which they would never have obtained had they stated their genuine circulation. The man who tells the advertisers that he will not state the circulation of his publication, and who contends that the advertiser must judge by results, we have nothing whatever to say against. It is absolutely impossible to put a fixed rate per thousand on all publications alike. Some publications may be worth only two pence per thousand, others worth a pound per thousand. An advertisement in the *Times* with a circulation of one-fifth only of some other publications, may have a value and a selling power ten times as great as those of the larger circulation.

If a publisher says you must judge by results, he is an honest man; but the one who says, my circulation is 100,000, when it is only 10,000, and on the strength of that statement gets a price ten times larger than he is entitled to, is a thief and should be treated as such.

The action, therefore, of advertisers and agents who are refusing to pay until proof of these statements is produced—statements which decided the price to be paid—is perfectly justified.—*The Advertisers' Review*, May 15, 1899.

### ILLUSTRATED ADVERTISEMENT.



MEDICAL GRADUATE WANTED AT ONCE. INQUIRE WITHIN.

## EDUCATING THE PUBLIC.

A FINE OF \$250  
AND SIX MONTHS' IMPRISONMENT.

That's what faces a dealer who uses anything but pure lemon and orange juices in his soda water or other beverages. The best and healthiest summer drink is a lemonade of fresh lemon juice. Insist upon having the lemons squeezed in your presence.

Inspectors will cause arrest of violators of the Ford Fruit law. The public are cautioned against buying adulterations.

The foregoing appears as an advertising card in the cars of the Manhattan Elevated Railroad, without any indication of the concern from whom it emanates. A representative of PRINTERS' INK called at the office of Mr. O. W. P. Westervelt, 17 State street, New York, who is the president of the Fruit Importer's Union, of 15 Whitehall street, who, he had discovered, had inserted the advertisement.

When asked why the card had been issued, Mr. Westervelt replied:

"The continually increasing use of cheap adulterants, more or less injurious to the general health, provoked the Fruit Importer's Union to this action. I believe its results will be to create a larger consumption of pure fruit juices, particularly of lemons."

"Have you any further advertising intentions, Mr. Westervelt?"

"None at all, that I know anything of, at present."

"Will the Ford Bill really accomplish the good it sets out to do?"

"I believe it will be thoroughly efficient, and will force dealers to supply pure fruit juices."

## SUGAR AND ADVERTISING.

It takes two spoonfuls of sugar to sweeten a cup of coffee for the average person. Suppose you economize the next time you drink coffee, and put in a half spoonful or a spoonful. Have you saved any sugar? Guess not, for the coffee isn't sweet yet. But put that other spoonful in, and you make the first and second spoonfuls bring results. It completes the sweetening operation. Just the same with newspaper space, a too-little space is a partial or total failure, while a big one brings back the dollars it costs, and more, too.—*Sioux City (Ia.) Tribune.*

## WHY THEY PROTEST.

Women who live in New Albany, Ind., have arisen in solemn protest against the corset and union suit advertising public interest to commercial schemes which involve the reproduction in printers' ink of the female shape. The real cause of the New Albany women's howl, we blush to state, is the general angularity and flatness of form characteristic of these unhappy women of Southern Indiana. Many gloomy homes have been caused by advertisements of glovefitting corsets and pictures of various items of lingerie in proper position upon the female form divine. The young men of Indiana witness these pictures and theories concerning the form feminine grow upon them. When, in the fullness of time, these Indiana young women marry, the young men's ideas are rudely shattered. They learn otherwise. Their ideals are forever gone and they become infidels, or else they enter upon a mad search for the woman of their imagination. In either event, the sweet domesticity so dear to the feminine heart is forever departed. Our suggestion to these excited persons is that they discontinue their advertisement crusade and take up gymnastics. A wise course of physical training, together with a total disuse of Ohio River water, which makes them tan colored and has much to do with their general unloveliness of contour, would enable them in a few years to vie with the lovely advertisements in the magazines to which they object. It is not excuse enough to say that these advertisements are too good to be true, for the fact is that they are generally posed from life.—*New York Morning Telegraph.*

## AS NECESSARY AS STEAM.

To-day advertising is as necessary to the transaction of certain lines of business as steam and electricity are to machinery.—*R. J. Gunning.*

## ILLUSTRATED ADVERTISEMENT.



## THE WERNICKE BOOKCASE.

HOW IT HAS BEEN ADVERTISED  
THROUGH THE MAGAZINES.

It speaks volumes for the value of advertising when a concern that employs hundreds and controls an output amounting up into hundreds of thousands of dollars a year depends entirely upon the use of space for marketing its product, not keeping a single traveling man. That is what the Wernicke Company of Grand Rapids, Mich., manufacturers of elastic bookcases, is doing, and the business of the concern is increasing from year to year. O. H. Wernicke, the manager, is an enthusiastic advertiser. He has no

"No. Our idea is to create a demand by advertising and then supply this demand through dealers. We do not hesitate to fill a mail order from a town where we have no agent, otherwise we turn orders over to the dealer. The advertising is the initiative work. We follow up with circular matter."

"How much is your expenditure for advertising per year?"

"It amounts to about \$12,000. The first three months of 1899 we have \$3,057 charged to our advertising account exclusive of postage."

"How do you rate the various magazines. That is what has been their comparative worth to you?"

"The *Review of Reviews* has proved

**WERNICKE ELASTIC BOOKCASE**

"A SYSTEM OF UNITS."

Always complete but never finished. Small enough for 10, large enough for 10,000 books. Varieties to suit every taste and requirement. Dust proof glass doors, and every feature of a perfect and beautiful bookcase. Sent anywhere on trial and approval.

*Wernicke pays the freight.*

THE WERNICKE CO.,  
187 Bartlett St.,  
Grand Rapids, Mich., U. S. A.

FREE BOOKLET AND LIST OF DEALERS FOR THE ASKING.

particular feeling against traveling men, but he knows that they sometimes cause firms much annoyance by overindulgence while out on the road, and he does know that the drink habit never interferes with the workings of printer's ink.

"I advertise in nearly all the high-grade magazines the year round," says Mr. Wernicke, "and employ no traveling salesmen, because our business does not demand it. We have a few men on the road, but not to make sales. They are sent out to visit the dealers, keep in touch with the trade, and to gather information regarding the best methods of disposing of goods."

"Is yours a mail order business?"

by all odds the best investment for us. In fact, it leads all others by 50 per cent. One dollar in the *Review of Reviews* will bring us as good returns as three dollars invested in *Munsey's*, for instance. Of course this is because the line of goods we sell appeals particularly to the class of people who read this magazine. It is not saying that it would prove so valuable to an advertiser in another line. After the *Review of Reviews*, *Self Culture* and *Outlook* are the next best investments for us. They rank about equal, and *McClure* and *Munsey's* follow closely. Then come *Harper's*, *Scribner's*, the *Cosmopolitan* and *Public Opinion*, in the order mentioned. The magazines of general circulation have paid us

best. We have tried the class magazines, but they did not pan out well."

"Are a few of the high-class monthlies all the mediums that you use?"

"No. We usually have about a half dozen experimental publications on our list. If they do not pay us after a fair trial we drop them. If inquiries cost us over thirty cents each in a magazine, we can not afford to use it. Our ads are all keyed and the inquiries sorted together for each magazine. The inquiries coming from the *Review of Reviews* cost us only twelve to fifteen cents each."

"What is your opinion of advertising in general?"

"Well, advertising is a necessary evil, and we advertisers have our grievances, like everybody else. I think as a rule the publisher gets all he can from the advertiser and gives as little service in return as he can. I am a firm believer in securing the fullest information possible concerning every magazine—its scope, circulation and the value of its space. The mechanical make-up of many publications is very poor, and many of my finest cuts are often spoiled by the use of cheap paper, bad ink and poor presswork. I like the flat rate. If every magazine publisher would quote an absolutely flat rate to all, I would like it much better. I admire the stand *Munsey's* has taken in this matter. As a rule the best class of magazines do not hesitate to do this, but the smaller fellows very often have a certain discount for one, another discount for another, and so on."

One catch line which appears in all Mr. Wernicke's ads is, "Wernicke pays the freight."

FRANK M. TENNEY.

HER QUESTION.

Scribler—I—ah—write for a living, you know.

Miss Pert—How interesting! Do you get it?—*N. Y. Journal.*

MAKE A MEMORANDUM.

See to the little things and the big things will take care of themselves. The only way it is really possible to attend to the little things properly, that is, if one really desires to attend to them, is, *not* to trust to the memory in doing the work, no matter how good it may be. A pad should be carried in the pocket; on this mark down whatever you may think of as soon as it occurs to you. One by one attend to the things recorded, and whenever something on the list has been attended to run a pencil through the memorandum.—*Shoe Retailer.*

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are lots of them, and some of them are mighty good.

"TRASH" is the dearest thing we know. WELL made? They're Wanamaker's.

THE price buys, not only the suit, but satisfaction.

WE try to avoid making mistakes—we never avoid righting them.

DON'T forget that half the pleasure of an outing is in being dressed for it.

THEY are little things but they are important, and the lesson of economy they teach is valuable.

TRUE goods, honest values, real cheapness, obvious goodness, or no admittance to the Wanamaker stock.

HERE is such an example of a timely and advantageous purchase as would serve to point a dictionary definition of a bargain.

OUR advertising is aimed to reach the common sense of our customers. Our goods are bought to fit it. Our values always appeal to it.

OUR neckwear show is a beauty congress—we might say an international beauty show—for some of the daintiest pieces are foreign concoctions.

BRING on the youngsters. We are ready for them. All the jaunty military, naval and civilian effects of the period. Sorts for play; sorts for parade. Whatever you want is here.

IF it's style you want, we have it; if it's quality, here you will find everything the best of its kind; if it is price, our policy is too well known hereabouts to need further emphasis.

OUR suits are made in a bright, cheerful factory, which is controlled by us, and the tailoring is done with the care and skill which good pay and pleasant workrooms can best assure.

IT is not always the low price that makes the bargain—it's what you can get for the price. To see a bargain you must use both eyes. Keep one on quality and the other on the price ticket.

DRAWING ROOM tea is sold by your grocer in 15, 30 and 60-cent packets, and he will return your money in full if you don't like it. But you won't want the money.

IF you've unlimited money, by all means go to some Fifth avenue tailor and get a \$75 suit. We've nothing here as good. But if a nice looking, well made suit that answers every ordinary requirement of a well dressed business man will suffice you, don't throw away money.

IF a whisky wasn't pure, good, wholesome and helpful, don't you think that in 19 years people would have found it out and—dropped it? The sales of Fleming's Old Export (\$1 a quart, 6 quarts for \$5) have steadily increased from year to year.

THE majority of trunks have an inside, outside, top side, bottom side, right side, left side, canvas side and leather side. But aside from all these sides, our trunks have an economical side not to be found in those you buy elsewhere. If you are on the side of comfort, convenience, style and durability, however, just lay aside 50 to 75 per cent of the amount you've been calculating on paying for a trunk at other places and come to us for the most satisfactory traveling companion you ever had.

## THE TRADE PAPER.

A few years ago the trade paper was an innovation. To-day, it is a necessity. New conditions create new needs, and the trade paper is one. The merchant requires to know what others are doing, what goods are selling and what are the latest ideas which are being put into practice by his live competitors. Even the town or village store, when conducted on right lines, is unable to get along without the trade journal, because the day of the catalogues has arrived, and the local merchant is forced to face competition in his own town from big city stores hundreds of miles away. To meet this successfully, he wants to know the newest things, and the cheapest and quickest way is to read a trade paper.

—*Dry Goods Review.*

## WILLED TO NEWSPAPERS.

Some years ago the proprietors of a newspaper in one of the Western States were thinking seriously of winding up their business. Judge, therefore, of the joy of the staff when a legal gentleman called and informed the owners that a certain client of his had recently died and left a sum of \$10,000 to the paper. The legacy had been bequeathed in consequence of the testator having noticed articles in the journal directed against vivisection.

Somewhat similar was the action of a wealthy mill owner in the north of England, who left a considerable sum to a certain newspaper which had taken an active part in an anti-vaccination crusade waged in the town. Curiously enough in the interval between the death of the gentleman and the opening of the will, the newspaper had changed hands, the new management being in favor of vaccination; so that by an irony of fate the money which was left for the purpose of encouraging the paper to put down the practice in question went into the hands of those

who were doing their utmost in the opposite direction.

A Berlin wine merchant bequeathed 2,000 marks (\$500) to a comic journal of which he had been a devoted reader, as he averred that the money in question was but the smallest return for the amusement afforded him by the pictorial and literary qualities of the paper; while another gentleman belonging to the same capital left a large amount to a political journal which had been especially spiteful toward a certain statesman that the testator disliked.

Bequests by benevolent persons to religious journals which support views dear to the hearts of the testators are by no means uncommon, and one wealthy Bristol lady actually left the sum of \$25,000 to a certain journal of this nature, so that the "good work" might be carried on even more vigorously.—*Newspaperdom.*

## MEDICAL JOURNAL ADVERTISING IN PARIS.

The *Allgemeine Medizinische Centralzeitung* says there were in January 296 medical journals in Paris; and the list is thought to have increased by several dozen since that date. The peculiar facts that explain this abnormal and unhealthy growth are thus given: It appears that the publication of a technical medical journal has in recent years become the approved and popular means for the advertisement of all kinds of medical and hygienic articles. Every business touching drugs, chemicals, health appliances, instruments, and milk venders, societies of nurses, etc., has its special organ, which gives some general medical articles; but whose reading matter is largely "skillfully-worded advertising" of the publishers' own wares. The subscribers to these papers are mostly non-paying—as the journals are sent gratis to physicians and other possible customers in Paris and throughout France.

Fizzing, foaming, sparkling, bubbling over the clinking ice. A cool, delicious, effervescent beverage that satisfies the thirst, invigorates the body, soothes the nerves. That's HIRES Rootbeer, the great temperance drink, the drink that contributes to the joy of childhood, the happiness of home, the health of the nation. Drink it in plenty. There is no such thing as drinking too much of it.

HIRES Rootbeer

It counteracts the effect of the heat, keeps your temperature at a normal degree, gives you the laugh on General Humidity. Make some today and have it ready for the hot wave to-morrow. A package makes five gallons.

HIRES Rootbeer, ready to drink, comes in a case, or in six or ten glasses. It is sold in all the leading grocery and drug stores, and in all the leading restaurants. It is also sold in all the leading hotels, in all the leading cities of the United States, Canada, and Mexico. It is also sold in all the leading cities of the United States, Canada, and Mexico. It is also sold in all the leading cities of the United States, Canada, and Mexico.

THE Hires COMPANY, Philadelphia.

IT IS DOUBTFUL IF THERE ARE BETTER SUMMER ADVERTISEMENTS THAN THOSE OF THE HIRES COMPANY. THE ONE HERE REPRODUCED, WHEN SPREAD OVER HALF A PAGE OF A DAILY NEWSPAPER, IS WONDERFULLY ATTRACTIVE.

## ADVERTISERS' WILES.

An awfully swagger girl, whose gowns were miracles, her diamonds beyond criticism, likewise her beauty and actions, has been one of the familiar figures at the dinners de luxe at Sherry's, the palmroom at Delmonico's, and a patron at the Waldorf this spring. Always surrounded by a bevy of young men of the very glittering set, and on equally good terms with the substantial beaux of the older generation, men with millions, she was sort of a social enigma. No one believed the careless little story about the great inheritance which came to her by the timely decease of an aged relative. The dresses were there and the diamonds, and a suite at an exclusive hotel. No one could whisper a breath of scandal about the handsome girl who nightly dined and wined in the gayest of company. Since the middle of last week she has been missed—sailed quietly for Rheims, where she will

do considerable collecting, for she has been for several months the most successful champagne boomer in America. Swells are still trying to explain that they "knew it all the time."—Milwaukee Wisconsin.

## DON'T TAG PEOPLE.

One of the reasons the large stores are patronized so much is that one has perfect liberty of ingress and egress. You can go in and go all over the place looking for what you want, and no one will tag you or burden you with attention. It is their perfect independence that brings their trade. In many places one can not leave without buying, as from the moment you enter the door you are persecuted with politeness or engulfed with sweetness. People learn to shun a store where they feel they can not leave without buying. Have your store as free as the outside air to customers. Let them go in and out at pleasure, but be sure they have attention when they want it.—*Merchant's Review*.

## ....WHEN EVER YOU'RE IN DOUBT.....

## Go and Take a Bath.

What is more invigorating, refreshing and cooling than a ducking under the showers in the Young Men's Christian Association? Try them and you'll want to come again:

"Were you ever hot and sticky;  
Were you ever heated through,  
Has your collar ever wilted,  
And your hide been cased with "goo?"  
Has the sizzling season melted  
Your superfluous inch of fat,  
And each pore been sadly weeping  
'Neath the burden of your hat?  
Come then, soothe your sorrowing sweat-glands  
'Neath the steady streaming shower  
And refresh your epidermis  
By the Bath Tub's grateful power."

Fall in line with the best thing in town. It costs less than 1½ cents per day.

## PRIVILEGES.

Porcelain Tubs, Shower and Spray Baths.  
Towels, Soap, Hot and Cold Water.  
Gymnasium, well equiped, with instruction.  
Parlor, Piano, Easy Chairs and Music.  
Library, 400 volumes.  
Reading Room, 80 periodicals on file.

**ALL FOR \$5.00 PER YEAR.**

Payable \$1.00 Per Month.

**HERBERT S. BAIR,**  
Physical Director.

**GEO. W. FLEMING,**  
Gen'l Secretary

A. M. FIRFSTONE, PRINTER, FT. SCOTT.

## UNCLE SAM'S PRINTING.

Under this heading, the *National Magazine* (Boston) recently contained a long and interesting article, from which the extracts that follow are taken:

Uncle Sam's printing dates from the early days of the Revolution. The First Congress of the United Colonies met in Philadelphia on Monday, September 5, 1774, and on the 22d day of that month it is recorded:

"Upon motion,

"Resolved unanimously: That the Congress request the merchants and others in the several colonies not to send to Great Britain any orders for goods, and to direct the execution of all orders sent to be delayed or suspended until the sense of the Congress on the means to be taken for the preservation of the liberties of America is made public.

"Ordered. That this resolution be made public by handbills, and by publishing it in the newspapers."

This was the first instance of a government using newspapers for publicity. Later, in 1777, it was resolved by Congress "That the Committee of Intelligence be authorized to take the most speedy and effective measures for getting a printing press erected in Yorktown, for the purpose of conveying to the public the intelligence that Congress may from time to time receive," and "a wagon with four horses and a driver" were ordered also "to be furnished for the purpose of transporting a printing press and necessary apparatus."

The most widely known work of Uncle Sam's "print shop" is the *Congressional Record*. The story of its origin is a long one, of which merely the substance can be given. The sessions of the Senate were held with closed doors until the second session of the Third Congress, and the record of the proceedings of that body during these years is consequently of a meager character. The proceedings of the House of Representatives during this time—from 1789 to 1794—were fully reported by enterprising newspaper men. The debates were very inaccurately reported, or printed, which occasioned many complaints by Congressmen. A resolution was introduced in September, 1789, stating that the reports of speeches were mutilated, garbled, and in many cases untrue, and that the reporters should be excluded from the floor of the House. After a lengthy discussion the resolution was withdrawn, but the reporters took offense at it and retired from the floor of the House, and located themselves in the gallery. The proceedings continued to appear as usual, but with many omissions, so much so as to attract the attention of the House, and in January, 1790, the reporters were invited back to their old seats at the Speaker's desk. Many propositions were made to Congress, while it held its sessions in New York and Philadelphia, to take down and publish the debates, but Congress refused to have anything to do with the matter. When Congress convened in Washington for the first time (November 17, 1800), the proceedings were published in the *National Intelligencer*, which was established October 31, 1800. The debates were fully reported in this newspaper throughout the session. The stenographer was successively removed by order of the Speaker, from the Speaker's desk, the floor of the House, and the gallery, the Speaker holding that matters before the House should not be published until after the House had acted upon them. But in spite of this the proceedings appeared. In 1824 the *Annals of Congress* was commenced under the authority of Congress, and embraced the proceedings and debates of both Houses, from 1789 to 1824, and comprise 42 octavo volumes. Under the title of "Register of the Debates of Congress," Gales and Seaton

printed 27 additional volumes, bringing the debates down, in book form, to 1837. Subsequently, the debates were published in the *Congressional Globe*—large quarto—and comprise 108 volumes, embracing the debates from 1837 to 1873. March 3, 1873, a resolution was passed which provided that "until a contract for publishing the debates of Congress is made such debates shall be published by Congressional Printers, under direction of the Joint Committee on Printing." Under that authority the publication now known as the *Congressional Record* was first issued.

In all the departments of the government at Washington and elsewhere are numerous clerks preparing reports and documents to be printed at the Government Printing Office. Consuls and consular agents in foreign countries, commissioners sent by the government to investigate various subjects of interest to the people, all send in their grist of information to Uncle Sam's printing mill. When Congress is in session there is that celebrated morning daily paper, the *Congressional Record*, to print. All bills introduced in the Senate and House are printed first, when they are introduced and referred to committee; again, when they are referred back from the committee with or without amendments; another time when they are passed by one House; still again when they are referred to committees, and upon passage in the other House, and, finally, if they be fortunate enough to pass, they are printed upon parchment and sent to the White House to receive the signature of the Chief Executive. Then there is a mass of printing for the benefit of Congress—hearings of testimony taken by committees upon matters pertinent to legislation under consideration at the time. The President sends frequent messages to Congress, accompanying many of them with voluminous testimony; as, for instance, the treaty with Spain, a book of 677 pages; the findings of the board to investigate the "Maine" disaster, a book of over 300 pages. The departments are called upon by Congress to furnish all reports, for the benefit of Congress, and all this mass of matter is set up in type and printed in the great United States printery.

All this manuscript—"copy" the printer calls it—is sent in by Congress, the Executive, and the several departments and bureaus, to the Public Printer. The Chief Clerk takes charge of it, enters it upon the record, and makes a "jacket" to accompany it on its journey through the office. On the "jacket" is inscribed the size of the page and number of copies to be printed. After it has been duly "jacketed" it goes to the Foreman of Printing, who sends the manuscript to the "copy editors," where it is carefully read, style indicated and size of type chosen. It is then sent to assistant foremen in charge of the several divisions of the composing room, who give it out to the compositors to be set in type. Several hundred compositors may be working upon one publication at one time, each one having a part or "take" of the "copy."

In the composing room type is set in many different languages. The monthly Bulletin of the Bureau of the American Republics is printed in four different languages—English, French, Spanish and Portuguese, and the type is all set in the Government Printing Office. Dictionaries of the different tongues of the Indian tribes of North America have been issued by the Bureau of Ethnology, the type for the same, profusely decorated and containing many special characters, being set up by the "intelligent compositors" of this office. Other difficult and intricate examples of composition might be mentioned, as the Nautical Almanac, the Surgeon-General's Catalogue, etc.

The different departments, State, War,

Navy, Interior, Treasury and Agriculture, all have branch printing offices for printing their stationery, blanks, etc., and these branches are under the control and supervision of the Public Printer, and are, in fact, but different parts of the Government Printing Office. Another important department of the Printing Office is the document division, where are stored and from whence are issued the publications of the government.

As an example of the capacity of the office it might be stated here that the message of the President conveying to Congress the findings of the commission to investigate the "Maine" disaster, a book of 307 pages, was set up in

type, many illustrations and diagrams engraved, and printed in one night, and bound and delivered to Congress the next morning.

ABSENT MINDED.

City Editor—Well?

Reporter—Can I have fifteen minutes off this afternoon?

City Editor (frowning)—For what?

Reporter—I'm to be married.

City Editor—Well, hurry up. And (absently) get the name of the bride and all that, and if there's anything sensational enlarge upon it.

I shall expect half a column. Get a hustle on!

—*San Francisco (Cal.) Public Opinion.*

HIGHEST GRADE HALF-TONES

LOWEST PRICES

EVERY DESCRIPTION OF FINE PRINTING PLATES

Electric City Engraving Co.

507-515 WASHINGTON ST.  
BUFFALO, N.Y.

PRETTY SURE TO CATCH THE EYE.

## DISPLAY IS EMPHASIS.

Display is emphasis. The effect of black type upon the reader is the same as the raising of the voice would be upon a listener. The effective speaker is the one who places emphasis at the proper points. The effective advertiser is the one who places display lines and black type only where they are necessary. What would you think of a speaker who broke into a shout every three or four words?—*Gilliam.*

## RATES OF BRITISH NEWS-PAPERS.

The advertising rates in the *Times*, *Telegraph* and other first-class newspapers vary but little, and it is curious that they charge more in proportion for large advertisements than for little ones. For example, the rate is 37½ cents a line for the first forty-eight lines, and after that fifty cents a line for legal, financial, educational, amusement and similar notices. "Trade" advertisements, as they call those furnished by merchants, auctioneers, etc., are charged for at the rate of four shillings for the first five lines and one shilling a line thereafter. "Situations wanted" cost three shillings for four lines and sixpence a line thereafter. Domestic servants applying for situations are given reduced rates—three lines for one shilling and sixpence. Persons advertising for help have to pay a shilling a line, no matter how long or how short their advertisement. Rents and other real estate advertisements pay a shilling a line for the first six lines and one shilling and sixpence thereafter. Marriage and death notices are received at the same rate.—*Chicago Record.*

## THE WORM TURNS.

It takes the money to run a newspaper.—*St. John (Kan.) News.*

What an exaggeration! what a whopper! It has been disproved a thousand times; it is a case of airy fancy. It doesn't take money to run a newspaper. It can run without money. It is not a business venture. It is a charitable institution, a begging concern, a highway robber. A newspaper is the child of the air, a creature of a dream. It can go on and on, and any other concern would be in the hands of a receiver and wound up with cobwebs in the windows. It takes wind to run a newspaper; it takes gall to run a newspaper. It takes a scintillating, acrobatic imagination and a half dozen white shirts, and a railroad pass to run a newspaper. But who ever needed money to conduct a newspaper? Kind words are the medium of exchange that do the business for the editor—kind words and church sociable tickets! When you see an editor with money, watch him. He'll be paying his bill, and disgracing his profession. Never give money to an editor. Make him trade it out. He likes to swap!

Then when you die, after having stood around for years and sneered at the editor and his little Jim Crow paper, be sure and have your wife send in for three extra copies by one of your weeping children, and when she reads the generous and touching notice about you,

forewarn her to neglect to send fifteen cents to the editor. It would overwhelm him. Money is a corrupting thing. The editor knows it; what he wants is your heartfelt thanks. Then he can thank the printers and they can thank their grocers!

Take your job work to another job office, and then come and ask for free church notices. Get your lodge letter-heads and stationery printed out of town, and then flood the editor with beautiful thoughts in resolutions of respect and cards of thanks. They make such spicy reading, and when you pick it up filled with these glowing and vivid mortuary articles, you are so proud of your little local paper!

But money—scorn the filthy thing. Don't let the pure, innocent editor know anything about it. Keep that for sordid tradespeople who charge for their wares. The editor gives his bounty away. The Lord loves a cheerful giver! He'll take care of the editor. He has a charter from the State to act as doormat for the company. He will get the paper out somehow; and stand up for the town and whoop it up for you when you run for office, and lie about your pigeon-toed daughter's tacky wedding, and blow about your big-footed sons when they get a \$4 a week job, and weep over your shriveled soul when it is released from its miserable hulk, and smile at your giddy wife's second marriage. Don't worry about the editor—he'll get on. The Lord knows how—but somehow.—*Cohocton (N. Y.) Times.*

## GEORGIA.

**SOUTHERN FARMER.** Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

## TENNESSEE.

**A DVERTISING** at five-sevenths of a cent a line per thousand circulation in leading agricultural paper of the South. **FARM AND TRADE**, Nashville, Tenn.

## CANADA.

**CANADIAN ADVERTISING** is best done by THE C. E. DESBARATS ADVERTISING AGENCY, Montreal.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—*if granted.*

Must be handed in one week in advance.

## THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or  
H. D. LaCoste, 38 Park Row, New York.

**All Display Advertisements**

for the September, 1899, edition  
of the

**AMERICAN  
NEWSPAPER DIRECTORY**

to have the best positions should be sent  
now to the publishers,  
Geo. F. Bowell & Co., 10 Spruce St., N. Y.

On page 47 the press days for the various  
forms are given.

**COLD SHELL RINGS.**

Made especially for premium purposes.  
Send for "Hot Catalogue, containing Cold  
Facts and Pretty Pictures."

CLARK & COOMBS,  
86 West Exchange St., Providence, R. I.



**COLD SHELL RINGS.**

**Buying Space**

Sounds strange to the un-initiated. To the experienced purchaser of newspaper publicity it means much. In some newspapers he gets the space without the readers he pays to reach. Careful investigation and good judgment are always required to secure his money's worth.

A stranger in Joliet the other day wanted to advertise in the best paper in the city. Everybody steered him over to **THE NEWS**. That's the way it happens right along. The business man here knows what he is getting for his money when advertising in

**THE NEWS.**

# Booklets

## Advertisements

## Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK**. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,**  
**10 SPRUCE STREET, NEW YORK.**

# CHARITIES

Published weekly, is the organ of the Charity Organization Society of the City of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read by all interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its contributors and readers are men and women of intelligence, education, wealth and position.

If you wish to sell the Charitable Institutions, Homes, Hospitals, Infirmarys, Insane Asylums, the Clergy, Churches, Religious or Charitably inclined citizens of the city of New York you can do so by an announcement in **CHARITIES**.

If you have goods of established reputation which sell to the rich you can secure no better medium than **CHARITIES**.

Classified advertising, 5c. per line.

Display advertising 5c. per line, 14 lines (70 cents) to the inch. Full page, 200 agate lines, \$10; half page, 100 agate lines, \$5; one quarter page, 50 agate lines, \$2.50. Special position, 25 per cent extra, if granted. Address,

WILLIAM C. STUART, Publisher, 105 EAST 22d STREET, NEW YORK CITY.

I place the utmost reliance upon the circulation quotations in the American Newspaper Directory, and the publisher who offers excuses and protests against its inaccuracy has no one to blame but himself, as a correct rating is easily obtained by simply telling the truth and supplying the necessary figures. Failure to do this places any publisher in the category of circulation prevaricators, to which class he evidently belongs.

Advertisers should patronize such publications as afford definite information and avoid all others as a rat would a sinking ship.—*Advertisers' Guide for June, 1899.*

## Why has The PARISIAN Made a "Hit"?

Because it is *different* from any of the others. Not only does it differ from any other publication, but it varies in its successive numbers. People seek entertainment and variety they find it in **THE PARISIAN**.

### WHO ARE ITS READERS?

**THOSE WHO ARE WELL-INFORMED** read **THE PARISIAN** because it keeps them *au courant* with the latest works of the French Academicians and the literature current in the great French reviews.

**THOSE WHO WISH TO BECOME WELL-INFORMED** read it because it instructs them upon the most important doings of the authors and artists of a great Nation.

**THOSE WHO WISH TO APPEAR TO BE WELL-INFORMED** read it because with very little reading and little expense it gives them a speaking knowledge of the literature of France.

**WOMEN, IN GENERAL**, read it because it tells them of that heaven of their dreams—Paris.

**THOSE WHO LOVE THE FINE ARTS** buy it because it gives them reproductions of the most recent works of the great school of French Art.

**THE CURIOUS** buy it because they are looking for surprises.

**PEOPLE WHO HAVE TRAVELED** buy it because it gives them pleasant reminders of days spent abroad.

**PEOPLE WHO INTEND TO TRAVEL** buy it because they can learn much of the country and people whom they intend to visit.

**EVERYBODY** buys **THE PARISIAN**, or should buy it, for its entertaining qualities, in which no magazine published to-day is its equal.

It is beautifully illustrated and printed; it is **CLEAN**, it is **UNIQUE**.  
THESE ARE SOME OF THE REASONS WHY IT HAS STRUCK THE PUBLIC FANCY.

It will Pay Advertisers to be Represented in its Pages.  
Published at Carnegie Hall, New York.

The  
Best  
in  
Pittsburg ...

is the

**Pittsburg Times**

Place it first on your  
list for the fall and  
winter campaign.

**ELEVEN YEARS  
THE LEADER  
IN CIRCULATION.**

C. Geo. Krogness,  
Western Advertising Representative,  
1634 Marquette Building,  
CHICAGO, ILL.

Perry Lukens, Jr.,  
Eastern Advertising Representative,  
29 Tribune Building,  
NEW YORK, N. Y.

# A Special Number

Which it will pay every advertiser to go into. On September 10th

## THE Brooklyn Daily Eagle

will issue its annual Educational Number. This number will excel its predecessors in many features. It will have a magazine supplement containing a complete list of private schools, academies and colleges of the country.

## **THE ADVERTISER**

who wishes to get the best of results for the money will not fail to be represented in this issue, for which copy should be sent in before August 15th.

## **The Annual Educational Number**

of September 10th.

# Advertising Success

depends on the ability of the agent to formulate a proper plan of campaign for the particular matter in hand.

No specific rules can be laid down to fit every case.

Three vital factors to successful advertising are:

*The preparation of good copy.*

*The attractive arrangement of type and illustrations.*

*The selection of best papers to bring about results aimed at.*

We really believe we can do the best planning. Years of familiarity with the newspapers and periodicals that are available for good work make our services valuable to an advertiser.

**THE GEO. P. ROWELL ADVERTISING AGENCY,  
10 SPRUCE STREET, NEW YORK.**

## SOME PHASES OF MY WORK.

*Charles Austin Bates.*

No man who builds up a large and important business has time to study the technicalities and details which will make it possible for him to do the best advertising for that business.

The man who has such a business is just the man that I can help. I do not know more about his business than he does, but I know more about advertising it. His knowledge of his goods, their selling points, their good qualities, and his experience in marketing them, added to my knowledge of advertising, of writing and designing, of buying space in the right sort of publications at the right prices, will produce good advertising. Neither of us would be complete alone.

\* \*

Good copy is the vital spark of advertising, but good copy rightly placed is that spark fanned into a blaze.

I both write and place advertising. I do not know any other man who can say these things and mean just what I do when I say them. I am not an agent who has space to sell. Neither am I—if I can help it—an advertisement writer who gets up copy and designs for some one else to place. I prefer to do both the writing and placing.

The agency part of my business has grown. It is logical and important that advertising should be placed by the man who writes and designs it.

\* \*

There is no kind of good advertising which is not a part of my business. Good copy for magazines and papers and the placing of it is only one part. Systematic and effective circularizing is another.

All mail matter to be effective should be regular. Sending out printed matter at haphazard to a haphazard list does some good, but nothing like the good that is done by a series sent out with clock-like regularity to a certain, well edited, definite list of names.

I have perfected about the best system that has yet been devised for reaching the retailer promptly and convincingly. For instance, I reach him every day, every week, every month with logical, convincing, attractive, business-bringing matter for as little as three and a half cents per time.

I would like to explain this part of my business to every manufacturer who has a good thing to sell at a fair price.

My system is past the experimental stage. Under the proper conditions it is a certainty.

And I will not work under wrong conditions.

\* \*

My paper, *Criticisms*, costs two dollars a year. This paper is written in the same style as my department, which for a long time has appeared in PRINTERS' INK. It is devoted to the criticism of advertising—especially general advertising.

To every subscriber sending two dollars I give the further privilege of sending me a batch of his newspaper, trade journal or magazine ads, or a copy of his booklet, or a copy of his catalogue, or manuscript for prospective ads, booklets, catalogues or circulars, or any printed matter, posters, street car cards or stationery, for criticism. This criticism will be in the form of a personal letter. It will give explicit and detailed suggestions of the best way to better that particular piece of advertising matter if it can be bettered.

\* \*

If you wish to see how very effective so small an ad as two inches, single column, can be made, send for my fat, yellow booklet entitled, "Two Inches Single." This booklet shows part of a series of one hundred and four two-inch, single-column ads in which I obtained maximum display in a minimum space.

\* \*

Incidentally to my work I do many odd jobs such as designing covers, wrappers, labels and trade-marks. I have the best artist that I can find for this kind of work.

I have a letter this morning from a large flour milling company which says, "The proof of the design for the flour sack is all right, and we believe it is the most striking design we have ever seen. If you get up the other matter as effectively as you did this design, we have no doubt as to the success of Lakeview Mills."

\* \*

I have offices in New York, Boston, Detroit and Buffalo. If you are in or near any of these cities, a man who understands all about my way of doing business can come and talk to you.

CHARLES AUSTIN BATES.

New York: Vanderbilt Bldg.  
Boston: 186 Devonshire St.  
Detroit: Majestic Bldg.

# Jonson to be killed?

An eighteen million dollar trust is a fact. It was the result of Printers Ink Jonson selling ink to all printers at the same price that a few favored ones paid. The trust is designed to kill Jonson and then squeeze the printers by raising prices. If the printers stand by Jonson they will always get ink at low prices. It is one more sign that public ownership is on the way. There is also a paper trust and a type trust to squeeze printers. So far there is no newspaper or printers' trust.

*Express, Lititz, Pa.*

Human nature is queer, but human nature in the ink business is very queer indeed.

Five years ago I was considered a fool to try the scheme of getting cash with the order, but now my competitors have formed an ink trust with designs of killing me, and raising prices to where they were before I gave them the knock-out blow. This seems like a dream to me, as my plain, simple way of doing business should not worry the other ink men, as there is room for us all. Judging from the number of letters I am receiving daily, most of the printers and publishers of the country are opposed to trusts, and it looks very favorable that I will gobble up all the good business, and leave the riffraff to my friend the ink octopus.

If you receive word from your ink man that prices have been advanced, show him my catalogue and tell him he is not the only one in the business. Price list mailed on application. Address,

**Printers Ink Jonson, 13 Spruce Street, New York.**

Let these two heads



attend to your lithographing and printing and they'll serve you as happily as they have served dozens of other concerns.

Ask one of them to call upon you with ideas.

Address

The Gibbs & Williams Co.,  
No. 68 New Chambers St., N. Y.

# THE LAST DAY!

## Plan of Publication of the September Edition of the American Newspaper Directory for 1899.

All changes and corrections intended for the September edition of the AMERICAN NEWSPAPER DIRECTORY for 1899 should be sent to the Directory Office not later than July 15.

Corrections sent in after that date may come too late for attention in the September issue.

Advertisements will be taken till four days before the form for the particular portion is put to press.

The forms go to press on the following dates, and are closed four days earlier:

- AUG. 1. To and including California.
- 2. To and including Idaho.
- 3. To and including Illinois.
- 4. To and including Iowa.
- 5. To and including Kentucky.
- 7. To and including Massachusetts.
- 8. To and including Minnesota.
- 9. To and including Nebraska.
- 10. To and including New York State.
- 11. To and including Ohio.
- 12. To and including Pennsylvania.
- 14. To and including Tennessee.
- 15. To and including Washington.
- 16. To and including Ontario.
- 17. Part II. (Over 1,000 Circulation). To and including Indiana.
- 18. Part II. To and including Ohio.
- 19. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.

AUG. 21. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

AUG. 23. All sheets delivered at the bindery.

SEPT. 1. A copy of the Directory shipped to each subscriber.

Advertisements to go in the back of the book can be taken as late as August 15.

Address all communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,  
NO. 10 SPRUCE STREET, NEW YORK.

# Experience Comes High!

We make no rash promises to secure contracts — everything is stated exactly as it IS. We give our customers more than their contracts call for invariably, and it pleases them.

Would you prefer to make your contracts with parties who promise everything and give you very little, or place your **Street Car Advertising** where you get *more* than you buy?

**GEO. KISSAM & CO.**

**253 Broadway, N.Y.**